CTOBER 11, 1954

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NEWSPAPER

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...n Washington
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24TH year
...E NEWSWEEKLY
...F RADIO AND TV

Baltimore
BIG
BARGAIN

FILLED
OCT 11 1954

Radio's rarin' in Baltimore!

. . . and the BIG BARGAIN buy is still W-I-T-H

143,000 radio sets sold last year; only 48,000 TV sets!

W-I-T-H's audience is bigger now than ever! And the rates are just the same.

Last year more than 143,000 radio sets were added in the Baltimore area. Now—more than ever—you get a lot for a little from W-I-T-H.

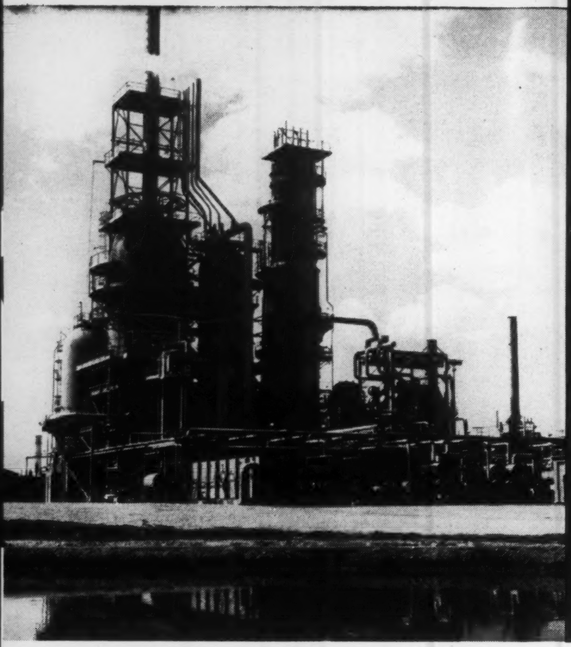
Baltimore is a tight, compact market. W-I-T-H covers all you need with top Nielsen—at rates that make it possible to get the frequency of impact that produces sales.

Get your Forjoe man to give you the whole story about W-I-T-H and the Baltimore market.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY



ESSO
EXTRA
MOTOR OIL
Unexcelled
ESSO
ESSO SERVICENTER

GASOLINE
ESSO
MOTOR OIL
ESSO

Esso DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

Esso Standard Oil Company knows its business well. It does a *complete* job in the refining, distribution and sale of Esso products. The geologist, rigger, chemist, tank truck driver and your Esso Dealer are but a few of the skilled members of the Esso family. And their specialists in advertising effectively use the air to develop wide distribution and sale of Esso products.

Specialists in management and programming at the Havens & Martin Stations, Inc., also do a complete job. You'll find a combination of experience through pioneering and program imagination that has built up large and loyal audiences in the rich areas around Richmond. It's a complete job of turning ideas into sales results for advertisers on WMBG, WCOD and WTVR. Plan your campaign to work hand in hand with the "First Stations of Virginia."

WTVR
RICHMOND VA.
HAVENS & MARTIN INC.
CHANNEL 6

**Maximum power—
100,000 watts at Maximum Height—
1049 feet**

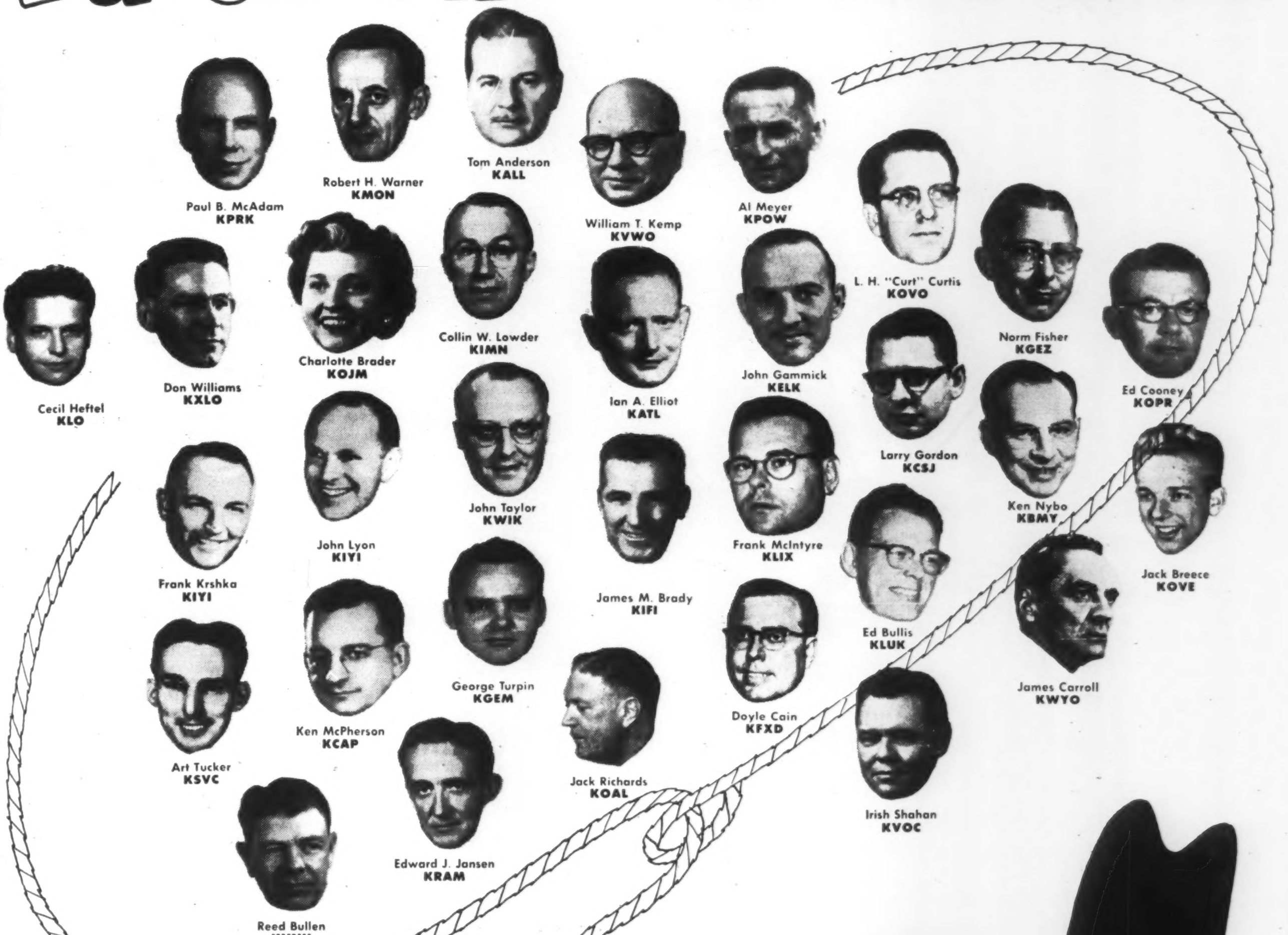
WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

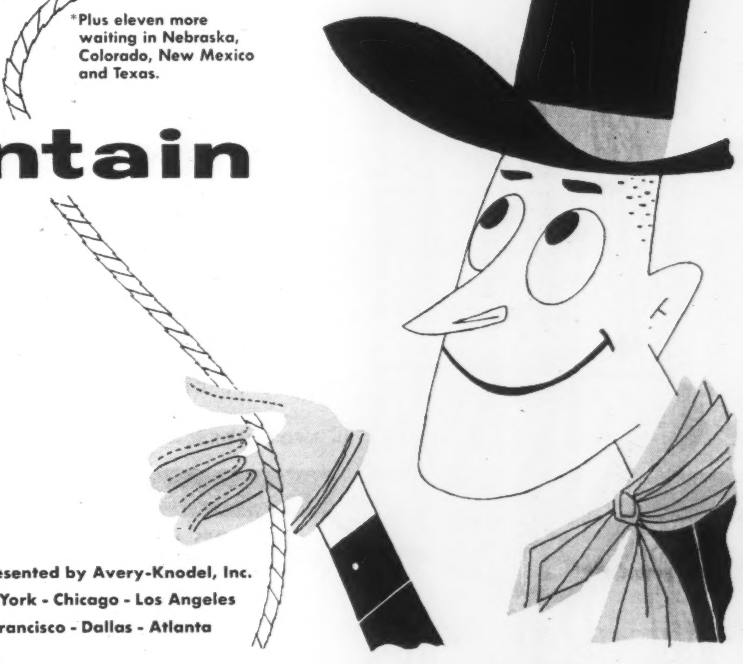
Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by the Bolling Co.

FOR SUCCESSFUL SALES CAMPAIGNS IN THE INTERMOUNTAIN WEST

Latch On to these Merchandisers*


Paul B. McAdam KPRK
Robert H. Warner KMON
Tom Anderson KALL
William T. Kemp KVWO
Al Meyer KPOW
L. H. "Curt" Curtis KOVO
Norm Fisher KGEZ
Ed Cooney KOPR
Cecil Heftel KLO
Don Williams KXLO
Charlotte Brader KOJM
Collin W. Lowder KIMN
Ian A. Elliot KATL
John Gammick KELK
Larry Gordon KCSJ
Ken Nybo KBMY
Jack Breece KOVE
Frank Krshka KIYI
John Lyon KIYI
John Taylor KWIK
James M. Brady KIFI
Frank McIntyre KLIX
Ed Bullis KLUK
James Carroll KWYO
Art Tucker KSVC
Ken McPherson KCAP
George Turpin KGEM
Jack Richards KOAL
Doyle Cain KFXD
Irish Shahan KVOC
Edward J. Jansen KRAM
Reed Bullen KVNU

*Plus eleven more waiting in Nebraska, Colorado, New Mexico and Texas.



Inter Mountain Network

Lynn L. Meyer, President

The plus in every campaign hinges heavily on the effectiveness of the merchandising. Intermountain Network station managers are strong on promises—stronger on delivery. Latch on to these experienced merchandisers—rope extra sales.

Now in our 15th Year

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

N 97481
AMERICAN
AA

AMERICAN AIRLINES buy 8580 hours on KRLD

AMERICAN AIRLINES

12 MIDNIGHT UNTIL 5:30 A.M. 6 DAYS EACH WEEK FOR FIVE FULL YEARS

It's the BIGGEST order in KRLD's history, and we're mighty proud of it.

The confidence the great AMERICAN AIRLINES has shown in KRLD's ability to cover the entire southwest with its "Midnight 'til Dawn" program alone, demonstrates again KRLD's outstanding leadership among the nation's MAXIMUM POWER radio stations.

KRLD Radio's 50,000 watts full-time power penetrates into every nook and corner of the Great Southwest; and in Dallas and Fort Worth, more people listen to KRLD morning, afternoon and evening, 7 days a week, than to any other station or frequency. Pulse . . . April-May, 1954.

KRLD
50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION . . . THE BRANHAM CO., Exclusive Representative

John W. Runyon, Chairman of the Board . . . . Clyde W. Rembert, President

NOW OPERATING 24 HOURS A DAY ON 1080 KC

closed circuit®

GEORGE C. McCONNAUGHEY took $2,500 salary cut in accepting FCC chairmanship. As chairman of Renegotiation Board he earned $17,500 annually. FCC chairmanship (and commissionerships) pays $15,000. Government salary, however, is not of critical importance to Mr. McConnaughey, who has had successful law practice, now being carried on by one of his two sons, George Jr., in Columbus, Ohio.

* * *

CERTAIN to provoke widespread interest, if not criticism, is radio campaign planned for Kirvon "breast-developer" tablets. World Wide Pharmacal Distributing Co., Chicago, which imports tablets from France, and its agency, Thomas Wainwright & Assoc., say several stations in Midwest have accepted test campaign. Agency is now working on commercial copy problem, which obviously will be intricate.

* * *

DON'T CONSIGN to File X name of Lewis E. Berry, who lost appointment to Sterling vacancy on FCC to George C. McConnaughey. Michigan Republican, now deputy department counselor of the Army [B•T, Sept. 20], reportedly is next in line for any Republican vacancy that may develop. He's championed by Sen. Potter (R-Mich.) who asserted himself rather briskly when his man failed to get Sterling spot.

* * *

DECISIONS of FCC hearing examiners in comparative tv fights are being knocked over at rate of 2-to-1 with reversal by the Commission last week of an examiner's recommendation in Sacramento ch. 10 case (story page 58). Of nine major comparative cases, Commission has reversed examiners in six.

* * *

SLATED TO be new general manager of KFSD-AM-TV San Diego, acquired by Fox, Wells Co. from Airfan Radio Corp. Ltd. for $2.8 million (now awaiting FCC approval), is William Goetze, San Francisco agency man and partner in firm of Elliott, Goetze & Boone. Although he has had no direct station operating experience, Mr. Goetze reportedly is front runner, because of his knowledge of West Coast people and places and civic as well as business recognition.

* * *

WTOP-TV Washington, effective Nov. 1, increases its Class A one-hour network rate from $1300 to $1500. Spot rate was increased to $1500 Oct. 1. (See story page 64 on sale by CBS of its 45% interest in WTOP Inc. to Washington Post Co.)

* * *

THOUGH he chose career before his father ever thought of joining FCC, David C. McConnaughey, other son of new FCC chairman, got unpremeditated break when his father took new job. David, now Air Force lieutenant in charge of Armed Forces Radio station in Japan, studied radio at Denison U., Ohio, has long planned to enter that field upon release from service.

* * *

CHALK up minor government relations triumph for Frank (Scoop) Russell, NBC vice president in Washington. Gallantly calling new FCC chairman's wife, whom he did not know, he offered RCA color tv set for Mr. and Mrs. McConnaughey's apartment. Set now reposes in living room. Until getting it, neither had seen color program. (All other Commissioners have color sets loaned for testing purposes.)

* * *

REPORTS circulating that Robert H. O'Brien, ABC executive vice president, may not return to network's high command following completion of current vacation. Before merger of ABC with United Paramount Theatres, Mr. O'Brien was secretary-treasurer of UPT and with assignment to ABC executive vice presidency he continued as AB-PT financial vice president and secretary.

* * *

AMERICAN Safety Razor Co., (Pal blades) New York, plans to launch spot announcement radio campaign in about 100 markets, effective late in October. Schedule will run from four to six weeks, through BBDO, New York.

* * *

FORMAL farewell party for former Comr. George E. Sterling, who retired Sept. 30, will be held during Christmas holiday season—largely at behest of ex-Commissioner himself. Assn. of Federal Communications Consulting Engineers will be host at cocktail party with Washington's communications officialdom and legal practitioners among guests.

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'ROUND THE EARTH
10½ TIMES
8

reach the 2⅔ billion dollars spent each year in Channel 8-Land . . .

. . . that is if all these paper dollars were laid end to end. This is one way of saying that 2⅔ billion dollars is a tremendous amount of money. In vast, rich Channel 8-Land, 2⅔ billion dollars is spent each year in retail sales; effective buying income is 4½ billion dollars. Use this super-powered station to get your share of this rich profit potential.

CHANNEL 8-LAND

York
Hanover
Gettysburg
Chambersburg
Frederick
Waynesboro
Hazleton
Harrisburg
Lebanon
Westminster
Hagerstown
Sunbury
Lewistown
Lock Haven
Reading
Carlisle
Martinsburg
Pottsville
Lewisburg
Shamokin
Bloomsburg

WGAL-TV

NBC CBS DuMont

LANCASTER, PA.

316,000 watts

SUPER-POWER

STEINMAN STATION

Clair McCollough, Pres.

Representatives:

MEEKER TV, INC. New York Los Angeles Chicago San Francisco

at deadline

Strotz Back in Industry As Head of Film Firm

SYDNEY STROTZ, for 20 years with NBC as vice president in Chicago, New York and Hollywood and now head of Coca-Cola bottling companies in Pittsburgh and San Jose, Calif., is returning to broadcast programming as president of Trans World Films Inc., new tv and motion picture producing company, with offices in Pittsburgh and Hollywood.

Harry Kodinsky, public relations consultant and director of International Television Productions, will serve Trans World as executive vice president, secretary and a director. Arch Lhormer, prominent in building, contracting and financing, is treasurer. Irwin D. Wolf, vice president of Kaufmann's and May Co. (department stores), is a director.

"Trans World Films is presently acquiring important properties for television use," Mr. Strotz said, stating that within a few days TWF would shortly announce names of programs and writers.

Dist. 10 Urges Emphasis On Radio-Television Week

NARTB Board should place more emphasis on National Radio & Television Week, NARTB District 10 delegates resolved Friday at Omaha meeting (early story page 39). Decade-old National Radio & Television Week, co-sponsored by NARTB and Radio-Electronics-Tv Mfrs. Assn., will be observed Nov. 7-13. Other resolutions followed pattern of previous district meetings.

Paul Adanti, WHEN-TV Syracuse, guest speaker at tv session with following panel: Thad Brown, NARTB tv vice president; Ernest C. Sanders, WOC-TV Davenport, on merchandising; Owen L. Saddler, KMTV (TV) Omaha, on local sales; George J. Higgins, KMBC-TV Kansas City, on integration. Discussion included comments by Ralph Evans, WHO-TV Des Moines and WOC-TV; Frank P. Fogarty, WOW-TV Omaha; John Conwell, KOMU-TV Columbia, Mo.; A. James Ebel, KOLN-TV Lincoln; Robert R. Tincher, KVTV (TV) Sioux City; Arden E. Swisher, KMTV, and Fred Ebener, WOW-TV.

Fellows Calls on Business To Aid Industry Battle

BUSINESS interests must support broadcasters in resisting government encroachment on radio and tv or they will face loss of right "to pursue commerce in the established patterns of American progress," NARTB President Harold E. Fellows told Downtown Kiwanis Club of Omaha at Friday session.

He called attention to "more and more rumbling" about advertising of tobacco as well as alcoholic beverages.

General Teleradio Film Session

KEY sales representatives of General Teleradio's Film Div. called to New York for Oct. 14 meeting and previews of new film series to be introduced this fall. Thomas F. O'Neil, president of General Teleradio and Mutual, and Dwight Martin, head of Film Div., are expected to discuss four new film series, not identified.

ABC-TV CO-OP IDEA

NEW selling concept is emerging at ABC co-op department, with network's WABC-TV New York and WBKB(TV) Chicago as prime movers. Department is offering *Kukla, Fran & Ollie* to affiliates (and reportedly even non-affiliates) as "program service" feature for local sale. Stations pay flat per-program cost on basis of local rate cards and populations in area.

Method embodies principle of film package but is fed live. Thirty stations presently carrying *KFO* but understood nightly 15-minute strip will be offered to at least 100 stations on above basis. Idea reportedly conceived by John M. Mitchell, vice president and general manager of WABC-TV, and Sterling Quinlan, vice president in charge of WBKB (TV).

Vick Chemical to Sponsor Radio Musical Spot Series

VICK CHEMICAL Co., New York, (Sofskin), will sponsor spot announcement campaign using specially written song on 50 radio stations in 25 major markets, effective Oct. 18. Spots are 20 seconds, one minute and 2 minutes 45 seconds long. Vick assigned Nelson Ideas, Schenectady, to write "popular" type song, entitled "Ma Went to Town," which incorporates Sofskin name in lyrics. Music is combination, hillbilly, calypso, and samba.

Russel French, product manager of Vick, personally visited most of markets involved and asked stations to submit best availabilities for three different lengths of record. Although entire budget was not revealed, B•T learned that as much as $8,000 in one market was appropriated for six-week campaign. Frequency of spots varies from 30 to 65 or 70 announcements per week per market.

Morse International, New York, handled spot buys.

RESEARCH NEEDED

RESEARCH is contributing vastly to increase in mass production of goods, Edgar Kobak, president of Advertising Research Foundation, New York, told Louisville Adv. Club Friday, but industry should develop and use advertising research to help sell more goods more effectively.

He referred to "unwise practice" of spending so little money on advertising and research to help sell products more economically, as compared to "countless millions of dollars being spent for scientific research used in developing new products." He called attention to long-awaited ARF report, "Bold Venture" which he said is due for publication shortly, on "recommended standards for radio and television program audience size measurements."

• BUSINESS BRIEFLY

RHODES DRIVE • Rhodes Pharmacal Co., Cleveland, through Pringle-Gotthelk Assoc., N. Y., sponsoring Mon.-Wed.-Fri. portions of *News by Ben Grauer* (Mon.-Fri., 3-3:05 p.m. EST) and Procter & Gamble Co., Cincinnati, through Compton Adv., New York, taking *Woman in My House* (Mon.-Fri., 4:45-5 p.m. EST). Miles Labs., Elkhart, Ind., through Geoffrey Wade Adv. Chicago, renewed *Break the Bank* (Mon.-Fri., 10:45-11 a.m. EST).

NBC RADIO ACCOUNTS • List of new business and one renewal announced Friday by NBC Radio. New business includes: Armour & Co., Chicago (Dial soap), through Foote, Cone & Belding, Chicago, for participations in *Fibber McGee & Molly* (Mon.-Thurs., 10-10:15 p.m. EST), starting Nov. 1 and *It Pays to Be Ignorant* (Mon.-Fri., 5:45-6 p.m. EST), starting Nov. 5; Miles Labs., Elkhart, Ind., through Goeffrey Wade Adv., Chicago, for *Just Plain Bill* (Mon.-Fri., 5-5:15 p.m. EST); General Foods Corp., N. Y., through Young & Rubicam, N. Y., for Thurs-Fri. portions of *Mary Margaret McBride* in new time period (Mon.-Fri., 10-10:10 a.m. EST).

TV IN 40 MARKETS • Taylor Reed Corp., (Q-T frosting), Glenbrook, Conn., to start television spot campaign in middle of October in about 40 markets with four to six-week schedule, through Charles W. Hoyt, N. Y.

August Tv Set Output Sets New Record for Year

OUTPUT of tv sets zoomed in August to record for year, reaching 633, 387 receivers and bringing eight-month total in 1954 to 3,785,519 units, according to Radio-Electronics-Tv Mfrs. Assn. August output last year totaled 603,760 tv sets, with 1953 eight-month total 4,754,285 sets.

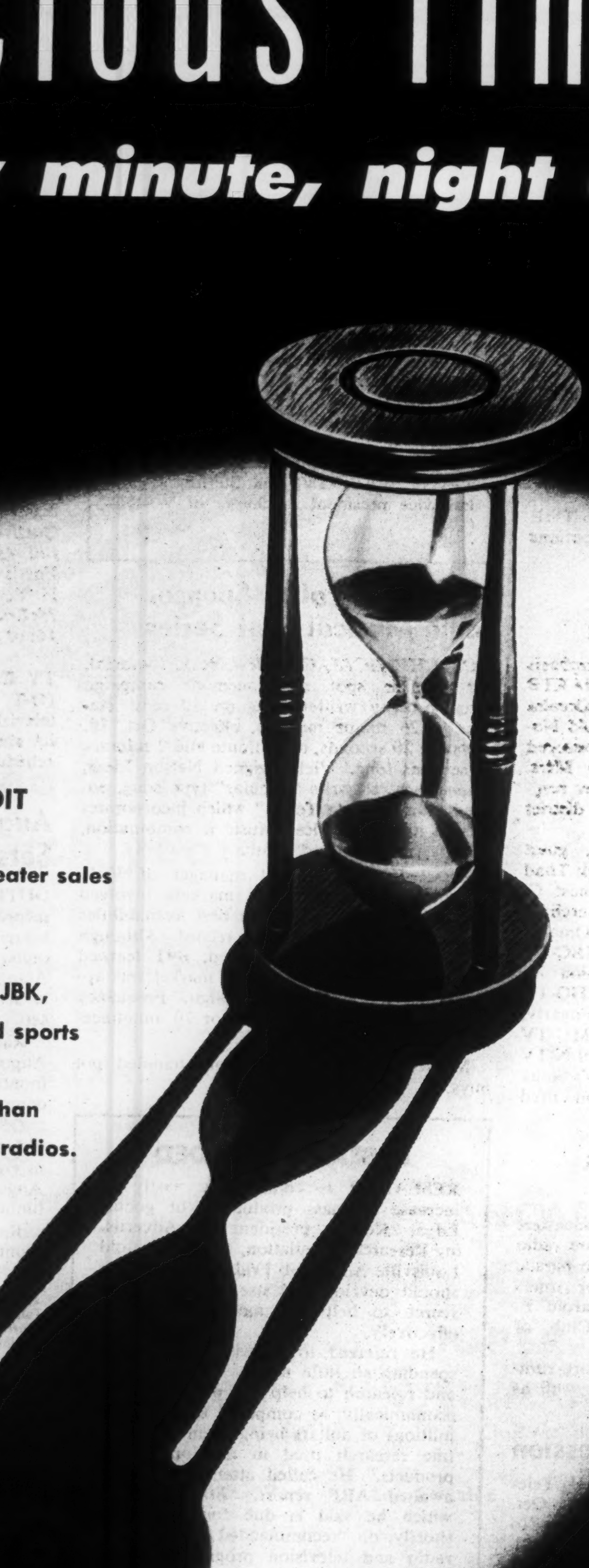
Radio production totaled 785,499 sets in August compared to 991,637 last year. Eight-month output in 1954 totaled 6,110,119 radios compared to 8,932,638 in same 1953 period.

Of tv production, 93,404 of August sets had uhf tuning, with 787,698 uhf types produced in eight months of 1954. Of radio sets, 15,936 August units had fm plus 718 tv sets with fm tuning.

Radio and tv set output for first eight months of 1954 follows:

	Television	Home Sets	Portables
January	420,571	271,036	46,571
February	426,933	233,063	98,275
March (5 wks.)	599,606	244,110	206,130
April	457,608	165,232	175,424
May	396,287	173,480	174,735
June (5 wks.)	544,142	226,350	141,904
July	306,985	150,002	39,447
August	633,387	280,607	74,713
TOTAL	3,785,519	1,743,880	957,199

	Auto	Clock	Total Radio
January	394,442	159,932	871,981
February	331,961	105,933	769,232
March (5 wks.)	370,249	119,863	940,352
April	330,989	73,590	745,235
May	316,519	57,370	722,104
June (5 wks.)	336,733	132,668	837,655
July	191,512	57,100	438,061
August	275,008	155,171	785,499
TOTAL	2,547,413	861,627	6,110,119



Precious Time

Every minute, night and day

WJBK DETROIT

Make every minute count toward greater sales in Michigan's richest market. It costs you less to reach more people, more often on WJBK, tops night and day in news, music and sports . . tops in consistent high tune in every hour of the day in more than 973,000 radio homes, on 915,000 car radios.

A STORER STATION

Represented Nationally
THE KATZ AGENCY

National Sales Director, TOM HARK
118 E. 57th, New York
ELDORADO 5-7690

Van
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Van Volkenburg Named Head Of Advertising Week Group

J. L. VAN VOLKENBURG, CBS-TV president, named general chairman of Advertising Federation of America's committee working with Advertising Assn. of the West in co-sponsorship of National Advertising Week, planned for second week in February. Members of his committee include Howard P. Abrahams, National Retail Dry Goods Assn., N. Y.; Ted Bergmann, managing director, DuMont Television Network, N. Y.; W. S. Brown, vice president, Canada Dry Ginger Ale., N. Y.; Gene Flack, director of advertising, Sunshine Biscuits Inc., N. Y.; Robert E. Kintner, president, ABC; Roger LeGrand, Cramer-Krasselt Co., Milwaukee; Thomas F. O'Neil, president, MBS; Roger Pryor, vice president, Foote, Cone & Belding, N. Y.; Tom W. Ragland Jr., WHBQ Memphis; Charles N. Schmidt, U. S. Steel Corp., Pittsburgh; Gordon Teague, Magnussen & Teague Adv., Fort Worth; Calvin G. Voorhis, D'Arcy Adv., Atlanta.

Foote, Cone & Belding, N.Y., has volunteered to serve as task force agency for AFA portion of National Advertising Week observance under direction of Roger Pryor as account executive.

New Background Music Firm Organized by Percy Deutsch

NEW background music service firm, Magne-Tronics Inc., offering exclusive territorial franchises to radio station owners and operators, is screening some 100 "applications," firm spokesman said Friday.

Magne-Tronics, 122 E. 42d St., N. Y., with Percy L. Deutsch, formerly with Audio-Video Recording Co., N. Y., as president, utilizes leased-wire system employing tapes via push-button tape studio. Tapes are duplicated from "exclusive master library of over 5,000 musical selections with 50 new titles recorded each month." Under plan, firm derives revenue from annual license fee scaled to population and from low monthly tape rentals plus fixed $1.50 monthly fee assessed subscriber regardless of installation or audience size. Service provides sales and operational assistance to franchise holders.

Delaware Shift Asked

APPLICATION to move daytimer WJWL Georgetown, Del. (1 kw on 900 kc), to Philadelphia was filed with FCC Friday. At same time, owner Rollins Broadcasting Co. filed application for new Georgetown, Del., station asking 1 kw daytime on 1250 kc. Rollins Broadcasting is owned by John W. and O. Wayne Rollins, who also own WAMS Wilmington, Del.; WRAD Radford and WRAP Norfolk, Va., and WNJR Newark, N. J. John W. Rollins is lieutenant governor of Delaware.

CBS Spot Radio Meeting

ANNUAL meeting of CBS Radio spot sales executive, including general managers and sales managers of six CBS-owned outlets and eight stations affiliated with spot sales unit, will be held Wednesday and Thursday at Savoy-Plaza Hotel in New York.

Three-Day New York Session Opened by Women's Group

AMERICAN Women in Radio & Television opened three-day New York State conference Saturday at New York's Park Sheraton Hotel.

Problems of juvenile delinquency, status of radio and television in New York State, and workshops on many phases of radio-tv were to get attention in morning and evening sessions. Details and arrangements were under supervision of Chairman Jane Barton, program director of New York State Radio & Motion Picture Bureau, Albany, and Vice Chairman Barbara Jones of Donahue & Coe, N. Y.

Network Vps to Testify At Hearing on Delinquency

TWO network vice presidents and probably third will testify before the Senate Juvenile Delinquency Subcommittee which holds hearing Oct. 19-20 on "crime" and "horror" television programming for children (see story, page 42). They are Robert H. Hinckley, ABC, and Merle S. Jones, CBS. Charles R. Denny, NBC, former FCC chairman, probably will represent that network, subcommittee spokesman said.

Hits 'Bribe' Testimony

FCC witness who alleged Thursday she had been offered $50,000 bribe to "dress up" her testimony or not appear in license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. (early story page 46), was characterized Friday as "congenital liar" by Lamb counsel during sharp cross-examination. Marie Natvig earlier said tall thin man by name of Milling Underwood made offer in late September, suggested she go to Mexico, but Lamb counsel charged Mr. Underwood is "figment" of her imagination and doesn't exist. Mrs. Natvig is to appear today (Monday) for further cross examination by Lamb attorneys.

Kluge Acquires Ohio Outlet

SALE of WTRF Bellaire, Ohio (Wheeling), by Tri-City Bcstg. Co. for $90,000 to broadcaster John Kluge reported by Blackburn-Hamilton Co., station broker. Tri-City keeps ch. 7 WTRF-TV Wheeling. Mr. Kluge is principal in WLOF Orlando, KXLW St. Louis, WKDA Nashville, WILY Pittsburgh and WGAY Silver Spring, Md. After FCC consent to sale, WTRF-AM will change to new call. WTRF Manager Frank Curtis and other radio staff are to be retained, it was announced.

Little Rock Tv Withdrawal

WAY was paved Friday for grant of Little Rock, Ark., ch. 11 to Arkansas Television Co., with withdrawal of Arkansas Telecasters Inc. application due to "changed economic conditions" and reimbursement of $60,000 for expenses. Arkansas Telecasters, composed of four Little Rock Businessmen, three of whom have interests in KXLR North Little Rock, submitted accounting of $61,595 expenses which included $17,408 for legal fees, $2,700 option payments for land, $2,000 engineering. Arkansas Television is composed of KTHS, 42%; *Arkansas Democrat,* 42%, and National Equitable Life Insurance Co., 16%.

PEOPLE

ROBERT E. WILLIAMS, former director of media, Comstock & Co., Buffalo, to NBC-TV network sales department, N. Y., as sales development representative.

WILLIAM H. SHAW appointed national service manager of Hallicrafters Co., Chicago.

CHARLES LEDHAM, formerly with ABC-TV research and promotion, to Paul H. Raymer Co., station representation firm, as promotion manager.

EDWIN A. FREED, operational head and sales manager, General Instrument Corp., Elizabeth, N. J., appointed general sales manager of firm.

FCC Order Warns Employes To Watch Their Conduct

WARNING that FCC employes must watch their steps in outside personal conduct became Washington *cause celebre* Friday. Order, warning that FCC employes must weigh actions in outside employment, writing for publication, accepting gratuities, financial interests, disclosing information, and must beware of "scandalous conduct," was distributed to Commission employes over signature of then Chairman Rosel H. Hyde Sept. 21.

Biggest "play" was given details of scandalous conduct: brawling, being drunk, using abusive language in public, attending loud and disorderly parties, or "engaging publicly in any conduct which, although not necessarily illegal, is not condoned by society." Directive was termed "far-fetched" by FCC Comr. Frieda B. Hennock.

Henry T. Stanton

FUNERAL services for Henry T. Stanton, 67, vice president and western manager of J. Walter Thompson Co., who died at Palo Alto, Calif., Hospital Thursday, were to be held Saturday at St. Matthews Church, San Mateo, Calif.

Poller Denies WCAN Offers

WCAN Milwaukee has neither received nor accepted any firm offers, Lou Poller, president of the 5 kw (1250 kc) facility, announced Friday. WCAN has not been sold nor offered for sale and is operating as usual, Mr. Poller said. Negotiations for sale of WCAN to WEMP Milwaukee (1340 kc with 250 w) for about $250,000 were reported underway last month [B•T, Sept. 13].

WGAD Gadsden, Ala., Sold

PURCHASE of WGAD Gadsden, Ala., by Dick Biddle interests for $40,000 from Curtis DeLamar announced by Mr. Biddle, president of WOWL Florence, Ala. Sale is subject to FCC approval. Radio Muscle Shoals Inc., WOWL licensee, will own 50% of WGAD while Mr. Biddle and James L. Garrett, prospective president-manager of WGAD, each will own 25%.

WNBF-TV Binghamton Boost

WNBF-TV Binghamton, N. Y., operating ch. 12, granted boost in ERP by FCC Friday to 166 kw visual, 83.2 kw aural; antenna height above average terrain 1,200 ft.

Payson Hall Wed in Phoenix

PAYSON HALL, treasurer of Meredith Publishing Co., and director of radio-tv operations, and Dona Wild Telder of Phoenix, were married Oct. 4 in bride's home city. They are residing in Des Moines, Meredith headquarters.

GOOD . . . advertising always pays in the . . . . .

RICH, GROWING NORTH CAROLINA MARKET

BETTER . . . coverage than ever before is yours with RADIO in the . . . .

15-county Winston-Salem NORTH CAROLINA Market

BEST . . . buy morning, afternoon and evening is

WSJS

NBC AFFILIATE

600 KC — 5 KW
AM - FM

Represented by
HEADLEY-REED CO.

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BROADCASTING*
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters
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Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL Edwin H. James, *Managing Editor;* Rufus Crater (New York), J. Frank Beatty, Bruce Robertson, *Senior Editors;* Fred Fitzgerald, *News Editor;* David Glickman, *Special Projects Editor;* Earl B. Abrams. Lawrence Christopher, *Associate Editors;* Don West, *Assistant News Editor;* Harold Hopkins, *Assistant Editor;* Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence, *Staff Writers;* Kathryn Ann Fisher, Eli Fritz, Joan Sheehan, Audrey Cappella, *Editorial Assistants;* Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS Maury Long, *Vice President and General Manager;* Ed Sellers, *Southern Sales Manager;* George L. Dant, *Advertising Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Wilson D. McCarthy; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

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BUREAUS

NEW YORK 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *Senior Editor;* Florence Small, *Agency Editor;* David Berlyn, *Assistant New York Editor;* Patricia Kielty, *New York Features Editor;* Rocco Famighetti, Selma Gersten.

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Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $3.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 De Sales St., N. W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

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Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
***Reg. U. S. Patent Office**
Copyright 1954 by Broadcasting Publications Inc.

Framed here, in the symbolic cloverleaf of prosperity, is a low-flying view of the Detroit Steel Corporation's plant at Portsmouth, Ohio, in the heart of the rich Ohio River Valley — also the heart of WSAZ-TV's rich 116-county area. Detroit Steel employs some 4,000 people here, and has spent over $63,000,000 on expansion in the past four years on this largest existing plant in the Portsmouth area.

America's Clover Patch . . .

It's less pastoral than the description would indicate — but infinitely more lush than the greenest meadow that ever made happy a herd of Guernseys. This industrial heart of America served by WSAZ-TV is a richer type of clover patch — an area of 116 counties bulging with industries, ever-growing payrolls, and the kind of sales opportunity that soon makes a sales manager run short of vertical room on his wall chart.

Elementary as it is, we must remind you how people with money are always anxious to spend it. What they need most is help in deciding what to spend it on . . help in the form of persuasive messages, ably delivered by a medium in which they have neighborly faith.

Here, in the WSAZ-TV area, that's a set-up. For WSAZ-TV is the *only* medium — counting *all* media — fully and deeply covering these 116 counties where over 400,000 of the biggest-earning (and TV-owning) families live. This is a clover patch of remarkable stability . . a region where big industries are commonplace, and small industries are everywhere . . and *better than two-and-a-half-billion dollars* were spent last year on consumer goods not much different from what *you* sell.

Opportunity here grows tall and profit-green. Whether, saleswise, you want to graze or gulp greedily, WSAZ-TV can be counted on to mow over this whole, incredible pastureland of sales potential for you. But to appreciate the magnitude of WSAZ-TV's whole five-state range, you need the facts. They're awaiting your inquiry at the Katz agency.

WSAZ

TELEVISION

Huntington-Charleston, West Virginia

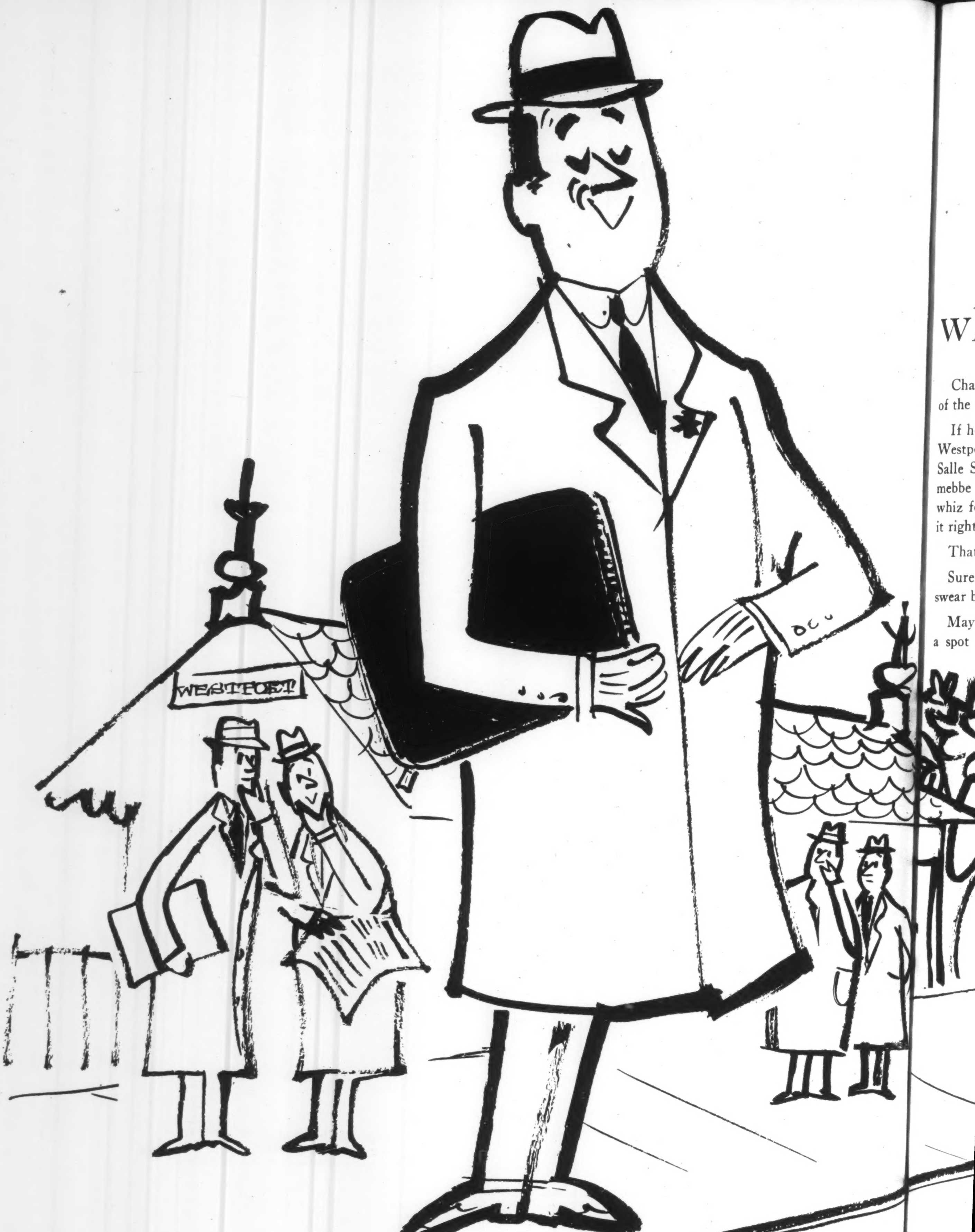
Channel 3 — 100,000 watts ERP

NBC BASIC NETWORK-affiliated ABC and Du Mont

Also affiliated with Radio Stations WSAZ, Huntington; WGKV, Charleston

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency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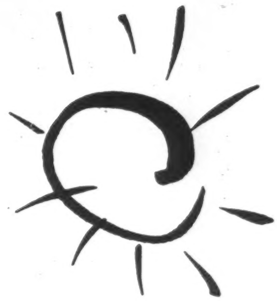


what's Charlie got that you haven't?

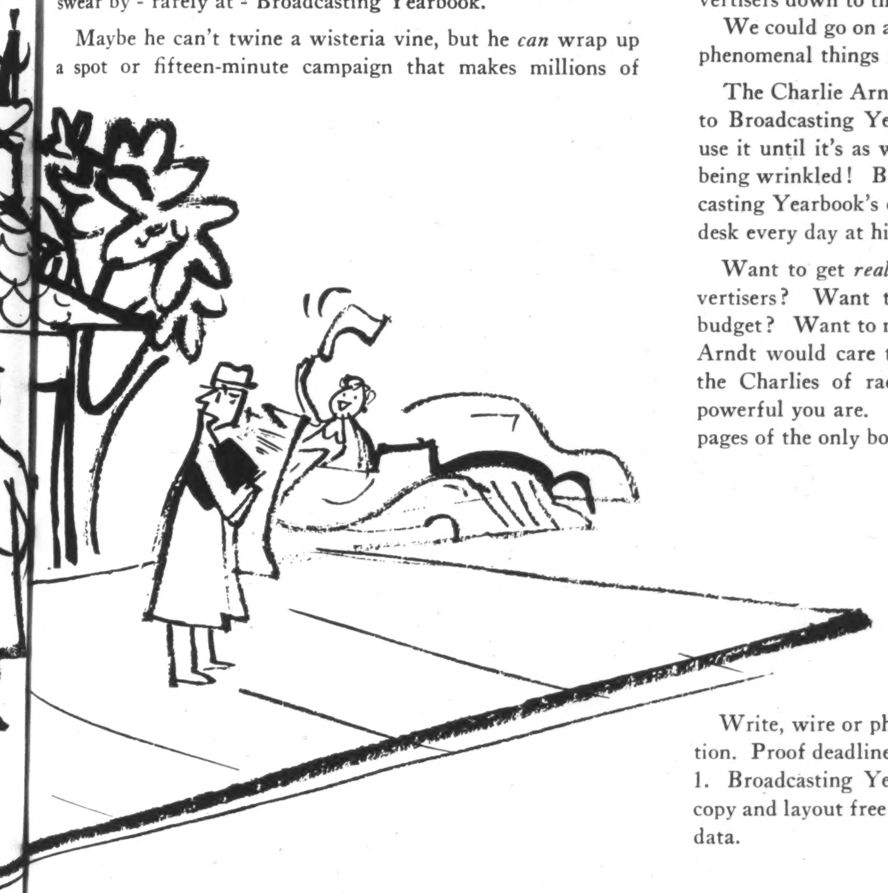
Charlie Arndt is by choice, instinct and achievement one of the country's shrewdest radio timebuyers.

If he reads that sentence after he steps on the 8:15 out of Westport, Conn., or as he wedges his way through the LaSalle St. station, he'll probably murmur to himself, "Well, mebbe so. But I also married Mary Bowdoin who's one whiz for *facts*. She always says, 'Get it *right,* Charlie; get it right!' "

That as it may, Charlie's a razor when it comes to radio.

Sure he's one of the more than 17,000 radio people who swear by - rarely at - Broadcasting Yearbook.

Maybe he can't twine a wisteria vine, but he *can* wrap up a spot or fifteen-minute campaign that makes millions of people come galloping down the streets hollering, "Gimme! Gimme!"



What's Charlie got that you haven't?

Charlie's got (God, how blunt can we get!) Broadcasting Yearbook. Charlie's got the most fact-packed, well-edited, crisply-written daily reference book in modern American radio.

If pressed - he's rather shy - he'll sing off the total radio billings of every known agency, plus the agency's accounts. He's got the most complete roster of national and regional advertisers down to the last name in the "We-want-radio" unit.

We could go on and on. The darn book is one of the most phenomenal things in modern radio broadcasting.

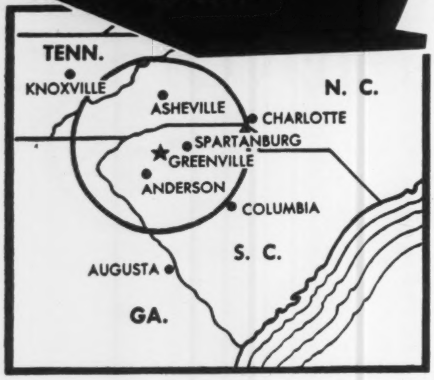
The Charlie Arndts of today's radio buying read and refer to Broadcasting Yearbook every minute of the day. They use it until it's as wrinkled as an old skiing cap - and that's being wrinkled! But Charlie's brow isn't - thanks to Broadcasting Yearbook's quick, accurate facts that are there on his desk every day at his fingertips.

Want to get *real* results for your station, network or advertisers? Want to make radio the choice slice of every budget? Want to make *your* station the *only* station Charlie Arndt would care to recommend in your area? Then, tell the Charlies of radio buying. Tell them how good and powerful you are. Tell them in a most-referred-to-ad in the pages of the only book of its kind - Broadcasting Yearbook.

Write, wire or phone now for an immediate space reservation. Proof deadline November 20. Final deadline December 1. Broadcasting Yearbook's crack creative staff will supply copy and layout free of charge, if you wish, based on your own data.

BROADCASTING YEARBOOK
1735 DeSales St. at Connecticut Avenue
Washington 6, D. C. ME. 8-1022

WFBC-TV
100KW POWER
2204 FT. ANTENNA
"Giant of Southern Skies"



. . . boasting more people and larger income within 100 miles radius than Atlanta, Jacksonville, Miami, or New Orleans, WFBC-TV is truly the "Giant of Southern Skies," and a powerful new advertising medium in the Southeast.

HERE'S THE WFBC-TV MARKET
(Within 100 miles radius)

Population	2,924,625 People
Income	$3,174,536,000
Sales	$2,112,629,000
Television Homes	277,622*

Market Data from Sales Management
*TV Homes: Figures from CBS Tel. Res. Dept., compiled by A. C. Nielsen Co. as of Nov. 1, 1953—plus RETMA set shipments in the 100 mv. contour since Nov. 1, 1953.

Write now for Market Data Brochure and Rate Card. Ask us or our Representatives for information and assistance.

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK
Represented Nationally by
WEED TELEVISION CORP.

TONIGHT

Network: NBC-TV
Time: Mon.-Fri., 11:30 p.m.-1 a.m. EST
Sponsors: Participating
Star: Steve Allen
Cast: Eadie Gorme, Steve Lawrence, Gene Rayburn
Executive Producer: Mort Werner
Producer: Bill Harbach
Director: Dwight Hemion
Writers: Stan Burns, Herb Sargent
Production Cost: $35,000 per week

AT THE opening of NBC-TV's *Today,* back in the early-Weaver period of television, this publication commented that the show would last if its easy-going master-of-ceremonies, Dave Garroway, were not crushed to death by the sheer weight of gadgets and production.

In the early-Weaver era, *Today* was a nightmare of remote pickups, tape recorders, transoceanic telephone calls, and interminable close-ups of clocks showing the time in Bombay. The program's survival represents a joint triumph of man (Mr. Garroway) and monkey (J. Fred Muggs) over a mechanical world gone mad. The results show in the new NBC-TV *Tonight,* a product of the middle-Weaver or contemporary period. (What the late-Weaver period will bring is too awesome to consider.)

Tonight has Steve Allen and not much else. There are other regular performers in the cast, but none of particular consequence. If any attention is being paid to production tricks, it is not apparent. Such few technical problems as are attacked (an occasoinal remote here and there) are handled with an informality bordering on anarchy.

On the opening show Sept. 27 one scheduled remote was prevented because the driver of the camera car was pinched by a cop. On a later program a pickup from the roof of Radio City proved such a difficult assignment that it was 15 minutes after the original cue before it could be cut into the program. Mr. Allen filled the void with random comment which was far more enjoyable than the remote itself.

Not much beside Mr. Allen is needed to make *Tonight* a success. He has wit, intelligence and passable ability as a pianist and is able to carry much of the show by himself. With a moderate amount of relief from others, he ought to go on indefinitely. This relief, by the way, should not include the short newscasts by Gene Rayburn which have been inserted in the show and which have been neither newsy nor entertaining.

It is and should be an informal program, but not to the extent that the production crew yields to the normal desire to sleep at the hours it is on.

SHOWER OF STARS

Network: CBS-TV
Time: Every fourth Thurs., 8:30-9:30 p.m. EST
Executive Producer: Cecil Barker
Producer: Nat Perrin
Director: Seymour Berns
Choreographer: Bob Sidney
Musical Conductor: Gordon Jenkins
Cast: (Sept. 30) Betty Grable, Mario Lanza, Harry James, Marvin Kaplan, Fred Clark
Sponsor: Chrysler Corp.
Agency: McCann-Erickson Inc.
Production Costs: $100,000

MAYBE it wasn't precisely a *Shower of Stars* that fell on the country from CBS-TV Hollywood two weeks ago, but it was a good workmanlike variety show, held together by the showmanship of the supporting cast.

Especially to be commended is the sterling and often-funny comedy delivery of Fred Clark and Marvin Kaplin and the easy informality of Bill Lundigan, who delivered the Chrysler commercials with relaxed competence.

As for the stars in the title, Betty Grable looked delicious and struck a few elementary dancing poses; Harry James blew an excellent hot trumpet; Mario Lanza—well, that's another story, covered elsewhere. Frankly, Mr. Lanza showed up best, videowise. It becomes obvious now that he didn't have much to distract him.

The color and costumes were appropriately gorgeous for the amount of money expended on the program. However, it should be noted that the three color sets at CBS Tv City in Hollywood each registered a different-hued version. The only approximately true color picture didn't last long. A technician "adjusted" it and the tuxedos turned a lovely shade of green and the people a bilious yellow for the rest of the hour.

Whether sponsoring Chrysler Motors got its full dollar's worth out of *Shower of Stars* remains to be seen. Perhaps the Lanza fiasco, in which Chrysler was blameless, paid off in publicity. On the other hand, it's too soon to know whether some of the unfavorable press reaction following the incident rubbed off on the innocent advertiser.

LASSIE

Network: CBS-TV
Time: Sun., 7-7:30 p.m. EDT
Cast: Lassie, Tommy Rettig, Jan Clayton, George Cleveland
Producer: Robert Maxwell
Director: Leslie Goodwins (Sept. 12)
Writer: Claire Kennedy (Sept. 12)
Location: Filmed in Hollywood
Sponsor: Campbell Soup Co.
Agency: BBDO
Distributor: Television Programs of America
Estimated Production Cost: Approximately $27,000 per program

WITH the launching of *Lassie* on CBS-TV Sept. 12 and the upcoming appearance of *The Adventures of Rin Tin Tin* on ABC-TV Oct. 15, children are in for a season of tv fare such as their parents knew through the media of books and motion pictures. This would indicate a trend away from cowboys, space ships and men from Mars, for which Campbell Soup is to be congratulated.

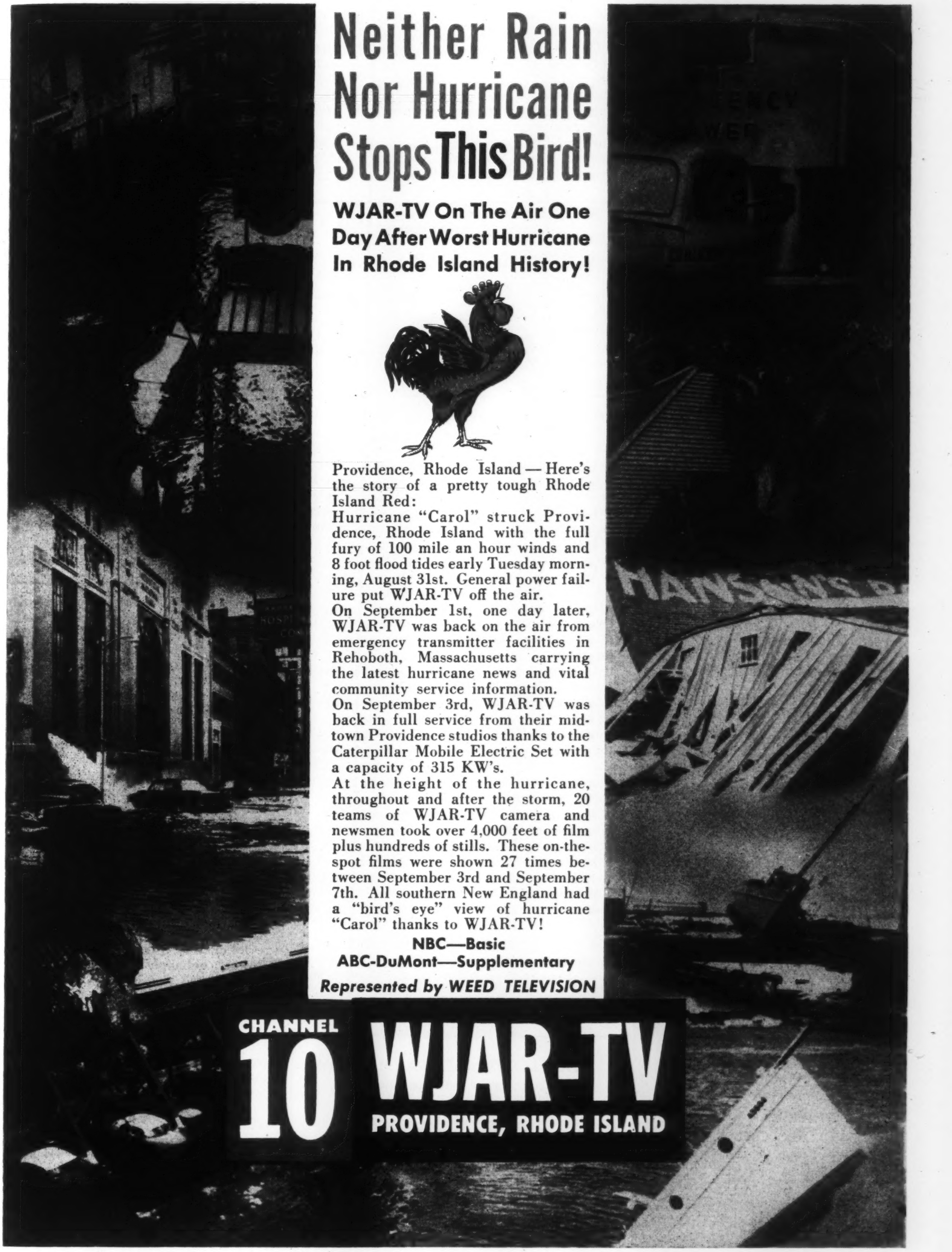
A better format could not be devised than that of a boy and his dog. Parents should heartily endorse the clever child phychology and children should be completely unaware of the fact that through *Lassie* they are being taught a few moral values.

The first film in the series, "The Inheritance," established the characters with a neighbor bequeathing the collie to Jeff Miller, portrayed by 12-year-old Tommy Rettig. The basic action revolved around Lassie's grief for her departed master and her reluctance to take the little boy in his place. After numerous trips back to her former home, $2,000 in cash is inadvertently discovered by Jeff. A fight with the hired man who wants the money ensues, but Lassie fells him and right triumphs.

By the end of the half-hour, Lassie, her duty to her former master discharged, is willing to accept the boy, his widowed mother and grandfather.

It is Lassie's show all the way through, which fact should be perfectly satisfactory to all dog fanciers. This is not to say the two-legged performers do not suffice. Tommy Rettig is an appealing and competent juvenile actor. Jan Clayton and George Cleveland as the lad's mother and grandfather, respectively, prove themselves properly understanding, always at hand with the unobtrusive bit of guidance.

Productionwise the series got off to a good start, leaving little to be desired. The musical



Neither Rain Nor Hurricane Stops This Bird!

WJAR-TV On The Air One Day After Worst Hurricane In Rhode Island History!

Providence, Rhode Island — Here's the story of a pretty tough Rhode Island Red:

Hurricane "Carol" struck Providence, Rhode Island with the full fury of 100 mile an hour winds and 8 foot flood tides early Tuesday morning, August 31st. General power failure put WJAR-TV off the air.

On September 1st, one day later, WJAR-TV was back on the air from emergency transmitter facilities in Rehoboth, Massachusetts carrying the latest hurricane news and vital community service information.

On September 3rd, WJAR-TV was back in full service from their midtown Providence studios thanks to the Caterpillar Mobile Electric Set with a capacity of 315 KW's.

At the height of the hurricane, throughout and after the storm, 20 teams of WJAR-TV camera and newsmen took over 4,000 feet of film plus hundreds of stills. These on-the-spot films were shown 27 times between September 3rd and September 7th. All southern New England had a "bird's eye" view of hurricane "Carol" thanks to WJAR-TV!

NBC—Basic
ABC-DuMont—Supplementary

Represented by WEED TELEVISION

CHANNEL 10

WJAR-TV

PROVIDENCE, RHODE ISLAND

west virginia's
greatest
advertising medium

wchs

5000 on 580

the tierney
company

charleston
west virginia

cbs

supervision by Raoul Kraushaar and cinematography by Harold Stine were done with warmth and care.

The commercials follow the same pattern established by Campbell Soup in their other fall program buy, *Dear Phoebe* on NBC-TV. The opening is an animated spot, the middle is live action depicting the ease with which Campbell Soup fills the bill for Sunday dinner and the closing commercial features the human element of the program. No, Lassie did not sit up and bark for tomato soup.

DECEMBER BRIDE

Network: CBS-TV
Time: Mon., Oct. 4, 9:30-10 p.m. EST
Sponsor: General Foods Corp. (Instant Maxwell House Coffee)
Producer: Frederick D. Cordova for Desilu Productions
Agency: Benton & Bowles
Director: Jerry Thorpe
Creator: Parke Levy
Cast: Spring Byington, Dean Miller, Harry Morgan, Frances Rafferty
Production Cost: About $27,500.

THE GAY, situation comedy that has won *I Love Lucy* the love of its many fans and top ratings is being employed in *December Bride,* the Lucille Ball-Dezi Arnaz (Desilu Productions) program which premiered last Monday night, fittingly adjacent to and following *Lucy's* time-honored half-hour segment on CBS-TV. Only time and weekly ratings will tell how well *Lucy's* companion will have succeeded.

The typical American couple did everything possible to boost the *December* show which keeps comedy in the family (actually replacing General Foods' *Red Buttons Show* which filled this time last year). Before the program got its steam up, Mr. and Mrs. Arnaz lovingly told the audience about *December* and its characters and then switched their living room set to the program, a clever promotion and tie-in.

The format is as sure and as worked over as the vaudevillian's "Why did the chicken cross the road?" The *December* tale is built around the mother-in-law situation—an extension of momism and, we presume, the butt of gagsters as far back as the Neanderthal age.

Happily, the modern twist has the mother-in-law—played lightly in the pleasant, easy manner of Spring Byington, a veteran of the flighty characterization—loved as much by her son-in-law (Dean Miller) as her daughter (Frances Rafferty). That ought to make a lot of mothers-in-law in this U. S. feel their talents have not been wasted, and keep them tuned in.

The program's plot is of no greater significance than any of *Lucy's;* its appeal may depend to a certain extent on the viewer's individual attachments in the home-hearth-husband-wife-mother-in-law sphere.

THE FLORIAN ZABACH SHOW

Syndicated: 25 pre-sold markets
Cast: Florian Zabach and guest stars
Producer: Guild Films Inc.
Director: Duke Goldstone
Musical Director: Harry Zimmerman
Location: Filmed in Hollywood
Distributor: Guild Films Inc.
Estimated Production Costs: Approximately $20,000 per program

UNFORTUNATELY for Mr. Zabach, who has proved himself a most personable young man on his tour of night clubs and during his previous brief tv guest shots, Guild Films has seen fit to let him and his violin carry almost the entire half-hour single-handedly and backed him with inferior production to boot.

In the opening shot of the first program, the curtains parted to reveal the violinist already at work. After announcing and playing "Dance of the Comedians" he got off some facetious remarks as a prelude to "My Blue Heaven." The wild applause registered by the sound track would imply that there really were three Florian Zabachs and not just a gimmick possible through trick photography. More film magic permitted Ronnie Deauville to sing a duet with himself and Mary Ellen Terry to perform some singularly unlovely dance accompaniments to the star's renditions of "Sorrento" and "Tico Tico."

For his closing number Mr. Zabach dragged in two children from the "audience" and played "Waltzing Cat" to them. Musically this came closer to what fans of his "Hot Canary" expected. He concluded the program with the wish, "may all your dreams come true."

One wish might be that Guild Films would snap to and sell its star—and his viewers—a program more worthy of his talents—and their time.

AMOS 'N' ANDY MUSIC HALL

Network: CBS Radio
Time: Mon.-Fri., 9:30-9:55 p.m.
Stars: Freeman Gosden (Amos) and Charles Correll (Andy)
Producer: Sam Pierce
Director: Cliff Howell
Executive Producer: Joe Connolly, Bob Mosher
Announcer: Harlow Wilcox
Talent Costs: $1,000 per six-minute segment

MORE THAN 25 years ago, Freeman Gosden and Charles Correll, better known as Amos 'n' Andy, made history by introducing the quarter-hour across-the-board program to network radio. That was on NBC. This fall, on CBS, the team is heard 25 minutes a day, five days a week, in what is for them a new format, a disc jockey show.

Every deejay needs a gimmick, something to let the listeners know they're listening to his show and not just any old record program. Amos 'n' Andy's gimmick is to locate their platter-spinning in the lodge hall of that mythical fraternity, the Mystic Knights of the Sea, with the Kingfish in charge of the turntable, Amos 'n' Andy as assistants and an audience in the hall to provide thunderous applause after each record.

The blackface duo supplies the chatter between the records and also handles the commercials, in dialect, as well as the interview with the guest star. Last Monday, when this reviewer was listening, the guest was Jimmy Stewart, unhapply cast as a would-be hep cat in a tortured lead-in for a recording of "They Were Doing the Mambo."

The many Amos 'n' Andy fans will welcome the pair's return to a nightly series. But it seems unlikely that it can lure the younger listeners away from their local deejay programs, with more music and less chatter.

* * *

BOOKS

I LOOKED AND I LISTENED, by Ben Gross. Random House, New York. 344 pp. $3.95.

THE subtitle of this volume, "informal recollections of radio and tv," is an accurate description of its contents. Ben Gross became radio editor of the *New York News* in 1925 and he's been at it ever since. His account of broadcasting's history, told with the accent on the humorous happenings of the early days, would make good reading for anyone, and for those who know broadcasting it's a must.

To reach
Greater Nashville
and the
Great Mid South . . .

DON'T GUESS . . . GO CBS

Television comes alive on CHANNEL 5 . . .

for 62 Tennessee and Kentucky counties—the billion dollar market reached by Nashville's newest, maximum powered, highest towered station, **WLAC-TV.**

With programming based on highly rated CBS network shows, augmented with local personalities and the pick of filmed productions (including Foreign Intrigue, Ellery Queen, Amos & Andy, Front Page Detective, to name a few), WLAC-TV offers highly desirable adjacencies in an important market. The Katz man has complete information.

WLAC-TV

100,000 watts **Channel 5**

CBS Basic Affiliate

National Representatives:
The Katz Agency

LOYAL?
HELL, YES!

We ain't got no fifth amendment listeners in Central Ohio. They listen to WBNS and they'll tell any pollster who calls up and asks 'em. When PULSE interrogates this area's listeners they get answers which add up: WBNS has more listeners than all other local stations combined; WBNS has the TOP 20 PULSE-rated programs heard in Central Ohio.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

OPEN MIKE

Too Many Meetings

EDITOR:

"Rebel Yell" rings the bell. Remember the area meeting setup in place of district meetings we established back a few years? History repeats.

There *are* far too many meetings! And NARTB as an organizational setup now for an industry with as many segments as we have is about as outmoded as the horse and buggy.

The boys at NARTB are doing a good job but we could do better if we performed a major operation and decentralized under a common umbrella such as you suggest. Let's get at it.

Leslie C. Johnson
Vice President and General Manager
WHBF-AM-FM-TV Rock Island, Ill.

Taped Trip

EDITOR:

My wife and I recently took a trip to Belfast, Northern Ireland, via British Overseas Airways Corp. She hails from Belfast, a "war bride."

Here at WLYC we conduct a daily program called *Coffee with the Carlsons* and so we took along our portable tape recorder and did several interviews on the trip. Here's a snap of Norah Carlson with Capt. Murray Doloford, BOAC, taken just as we concluded the interview—18,000 feet over the Atlantic Ocean, about one hour flying time from Shannon Airport, Ireland.

The tapes were airmailed back to the States to continue our programs in our absence.

W. Richard Carlson
Vice President and General Manager
WLYC Williamsport, Pa.

Improved Weather

EDITOR:

. . . We have noticed considerable improvement in the quality of the severe weather announcements throughout the country during the past two years, with more broadcasters now using a matter-of-fact tone of voice when relaying forecasts rather than tending to be dramatic and ad-libbing to the point of upsetting listeners who may be of a nervous temperament. We appreciate this improvement in the weather broadcasts since it definitely represents an advance in the public service provided by the industry. We would also like to take this opportunity to say thanks for the

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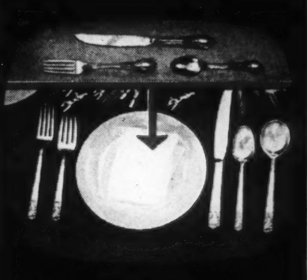

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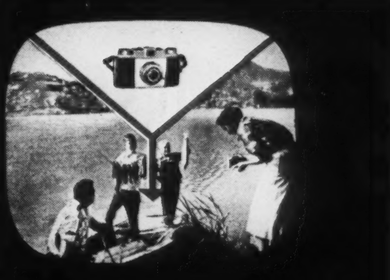

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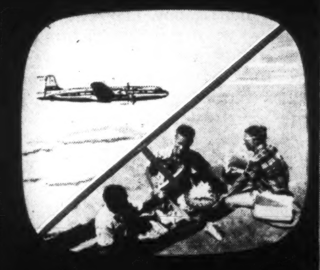

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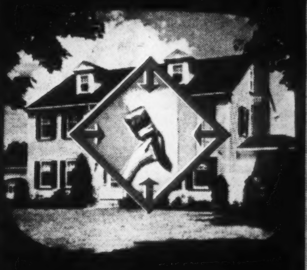
FLORIDA ORANGE JUICE

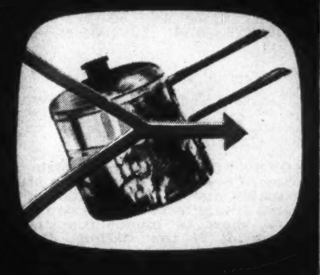
• Horizontal split



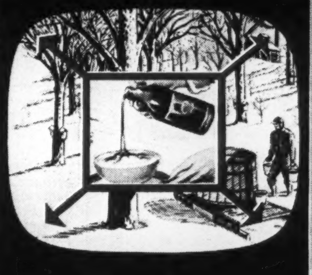
• Diamond insert and wipe

Luxury
shaving cream

• Controllable corner insert

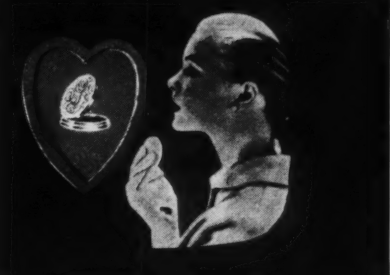


• Horizontal wedge wipe



• Rectangular insert and wipe

• Controllable corner insert



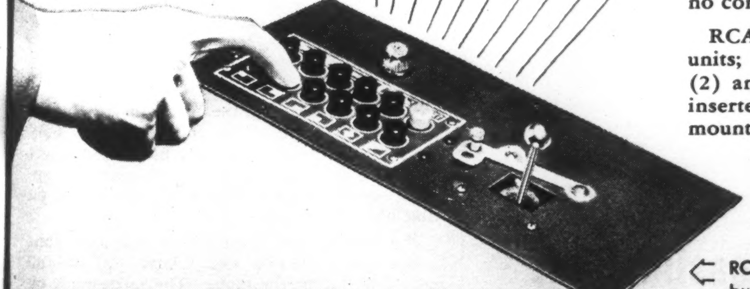
• Optional special effect

12 ways *to present your "commercial"*

Now—with RCA's new Special Effects Equipment—you can have these 12 attention-getting effects right at your fingertips. You push the button for the effect you want. You swing the "control stick" (rotatable 360°) and put the selected effect in the picture wherever you want it. It's simple, inexpensive—requires no complicated equipment or extra cameras.

RCA's Special Effects Equipment consists of just two separate units; (1) a TG-15A control panel (shown left) and generator, (2) and a TA-15A amplifier. The Special Effects Panel can be inserted in any RCA Console housing. The other units can be mounted in your video racks. Installation couldn't be easier.

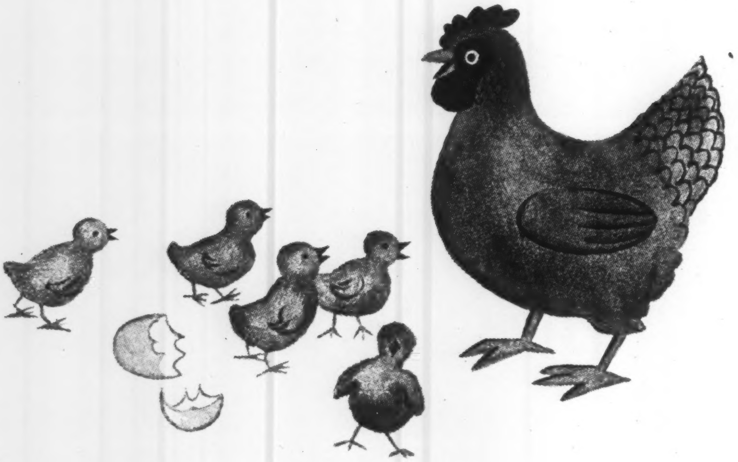
For quick delivery, order your RCA Special Effects Equipment direct from your RCA Broadcast Sales Representative.



RCA Special Effects Control Panel—with 12 push-button selection and 360° rotatable stick control.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N. J.**

It's results you're after . . .



Ask your H-R Television man. He has the answer . . . and it concerns the success a top advertising agency had with a national product using WFBG-TV as a test station. Results were frankly surprising in this Pennsylvania test area between Pittsburgh and Harrisburg.

and get with WFBG-TV

Channel 10
316,000 Watts

OTHER PLUS FEATURES:

Television Homes 447,128
Families 651,267
Population 2,280,525
Effective Buying Income . . . . . . $2.9 Billion
Retail Sales . . . . $2.1 Billion

WFBG TV AM

The Gable Broadcasting Co.
ALTOONA, PA.
ABC Basic NBC CBS DuMONT Interconnected
National Representative, H-R Television, Inc.

excellent cooperation we receive from all stations in promptly relaying vital weather information to the public for the protection of life and property.

I. R. Tannehill, Asst. Chief of Bureau (Operations)
U. S. Weather Bureau
Washington, D. C.

Picture Story

EDITOR:

. . . I saw your new *B•T Picture Story* feature [B•T, Sept. 27] and this is to congratulate you on the inclusion of this lively and interesting type of story presentation.

The fact that our agency and one of our clients was the subject of this first picture story naturally added to our interest in it, but we will certainly look forward to seeing subsequent stories on other phases of broadcasting and telecasting with a great deal of interest.

H. W. Newell, President
Lennen & Newell, New York

Blurs Annoy

EDITOR:

Why doesn't your IN REVIEW editor mention that so-called color live tv-casts via "compatible" systems appear blurred, un-sharp and filmed—in comparison to live black-and-white shows on ordinary sets?

Are we viewers—and advertisers—being "forced" into color?

Bert Haling, Adv. Dir.
Great National Life Insurance Co.
Dallas, Texas

[EDITOR'S NOTE: FCC engineers explain the apparent blurring of colorcasts received in black-and-white is possibly due to faulty tuning of the receiver. In cases where local stations are airing a network color show in monochrome, fuzzy pictures might result if the stations did not properly filter out the color subcarrier frequency, it was explained.]

Unique Responsibility

EDITOR:

. . . I have followed your very great success —who could stay in radio and tv without BROADCASTING • TELECASTING?—but I have gone even further; I have read your editorials.

I mention this because it's pleasing to see that, with your unique responsibility to the industry, you have played all facets of the industry with great fairness, even including the FCC and its individual members. . . .

Ivan Hill, Executive Vice President
Cunningham & Walsh, Chicago

Job Well Done

EDITOR:

Ever since receiving the first issue of BROADCASTING • TELECASTING following the CBS affiliates meeting in Chicago I have tried to get around to writing you and expressing my appreciation for the excellence of your report on what happened there.

The tone of optimism which pervaded your stories really pleased me. And, you did no more than report the facts. The talks made by the gentlemen representing CBS Radio were characterized by a positive, forward approach and they most certainly added strength to radio's standing in the media field. Your coverage put the finishing touches on a job well done.

F. C. Sowell, Mgr.
WLAC Nashville

KWK-TV
channel 4
CBS
ST. LOUIS, MISSOURI
100,000 WATTS • OVER 650,000 RECEIVERS
Represented Nationally by THE KATZ AGENCY, INC.
CBS TELEVISION NETWORK

SPURRED
for
ACTION

With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total	
Retail Sales	**$858,353,000.00**
Population	**1,194,900**

**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

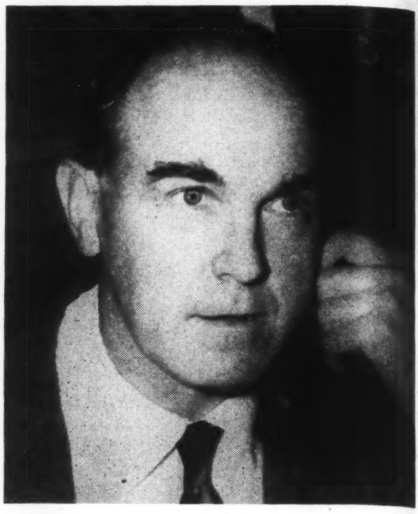
First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

our respects

to ALFRED BURGESS SAMBROOK



RADIO in the '50s is undergoing many changes and its local insurance policy for the future is the transcription library service—according to A. B. Sambrook, manager of RCA Recorded Program Services.

Mr. Sambrook, "Al" as he is known to associates, has his office on the 32d floor of the International Bldg. in Rockefeller Center, a perfect location for brooding on the Manhattan skyline. That is exactly what Mr. Sambrook doesn't do—in fact, unless they could pop up a stellar idea for a new program package or service which RCA does not now provide, Mr. Sambrook's surroundings are only incidental to his life's work, which is the broadcasting business.

Fundamentally, Al Sambrook is a salesman. He began in the radio business on the selling side and he's never thought of doing anything else. Where he differs from many colleagues in the sales field is, he can't sell his product without becoming engrossed in a sincere, enthusiastic plug for radio. And he believes in what he's saying.

Library Service Importance

Take radio today, for example. Mr. Sambrook, who got into the business on the ground floor with World Broadcasting System in 1933 as one of two members of WBS' station relations dept. staff, is still pioneering. He believes the transcription library service today is "of skyrocketing importance" to the broadcast industry in that it has broken the ground and seeded the field for future local sales stability. "It is the finest source of local programming at the most reasonable cost in the radio industry," he says. He believes the local radio stations with the best programming will compete successfully with television in the coming era of color.

The highpoints of his career thus far, he feels, must be marked with the trends and growth of the radio transcription library service. Not long after he got into the business, the first transcription library was conceived, and soon after he joined RCA (in 1950) the big name package show, as built within the library today, became a reality and ever since has been revitalizing stations' programming and sales.

In the early days, he explains, transcription services stuck to being syndicated music program services. Now all that has changed and the additions have become numerous and historic: The voice track within the package service was developed and the conception of fitting a package into a format was put into practice. He says 1950 "was the start of the present era of the package library program." Since then, RCA Thesaurus, the library service provided by RCA Recorded Program Services, has been undergoing tremendous expansion.

Alfred Burgess Sambrook was born Oct. 1, 1903, in Troy, N. Y., where he completed his schooling. After a stint as supervisor of a chain of gasoline stations for Pure Oil Co.—his only job outside of the radio field—Al Sambrook headed for depression-ridden New York. He located employment with World Broadcasting System. He moved upward to manager of the station relations department in 1936, stayed with the program service library as it underwent corporate changes (Decca ownership in 1943 and later a second transfer to Ziv). He left World in January 1950 and transferred to Frederic W. Ziv Radio Productions. A few months later he joined RCA Recorded Program Services as sales manager, soon took over a combined job of sales, management and administration and the title of manager, a post he has held since.

Recalls Early Days

As Mr. Sambrook dabbles in gardening at his home in West Hempstead (Long Island), or finds time for a few rounds of golf, he can recall the changes in the radio field and the part he played in those changes. When he first entered radio with World, his job included the buying of station time and selling it to advertisers and agencies, a function which, as the radio business flourished, became the forte of the advertising agency.

Mr. Sambrook and his wife, the former Katherine Marshall, whom he has known from childhood and wed in 1938, have three children, Susan, 12, Judith, 11 and Richard, 10.

Needless to say, Mr. Sambrook, the salesman, administrator and programming expert, who sees tv on the threshold of an era of local station expansion similar to the one which faced radio in 1946, must keep his finger on the pulse of radio-tv's future two to three years hence to keep up with industry doings in general and the activities of RCA R-P-S in particular. These activities include RCA Thesaurus, film distribution, feature length film packages, tv film properties and 26 syndicated radio programs. That's a broad slice of activities which supplements local radio and tv programming as we know them today.

The Gold Cup Went to "5"*

News Item (August 7, 1954): "Slo-mo-shun V, twin sister of the world's fastest hydroplane, roared over Seattle's Lake Washington today at better than 100 MPH to win motorboat racing's top prize, the coveted Gold Cup."

TV Item (three weeks later): "The August Seattle Telepulse reveals KING-TV, Channel 5, scored a clean sweep over the rival network station in duplicate telecasting of the Pacific Northwest's biggest sports event, the Gold Cup. Out of an estimated 500,000 viewers, the elaborate KING-TV coverage pulled almost three times as many families as the other network station."

There's a reason, of course. KING-TV is the *first* station in the market . . . *first* in *all* ratings (morning, noon, and night), *first* in local personalities, and always *first* in news, sports, and public events. People dial "5" in Seattle almost as naturally as you dial your home phone.

**Average Telepulse rating for duplicate coverage of Gold Cup race, Seattle, August 7, 1954*

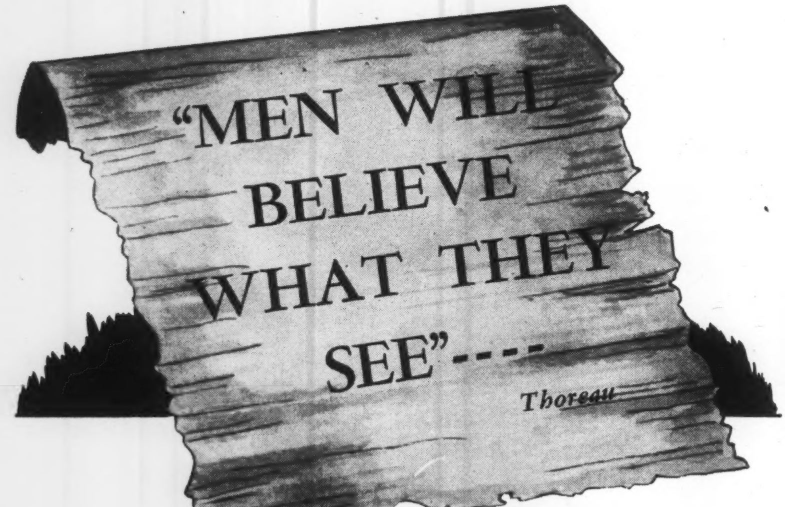
Channel 5 (KING-TV)	**36.0**
Second Seattle Station	**12.5**

FIRST IN SEATTLE

KING-TV

Channel 5 • ABC 100,000 Watts
Ask your BLAIR TV Man

Otto Brandt, Vice President and General Manager


"MEN WILL BELIEVE WHAT THEY SEE"----
Thoreau

Although Mr. Thoreau lived long before the era of television, he expressed a theory that **WBNS-TV** upholds throughout its entire operation.

Seeing is believing . . . and we believe it is important to give our viewers things they can believe in...whether it's a fantasy that leads them into a temporary make-believe world for a short reprieve from every day doldrums, or a down to earth honest product promotion.

That's why **WBNS-TV** makes use of top rated CBS TV programming, and meets the same high standards for each commercial production. Whether your spots are integrated into CBS network or local shows, or are 15 minute to hour strips across the board, all films, slides and live productions are accorded true showmanship, then backed up with an outstanding merchandising promotion.

We at **WBNS-TV** want the 423,000 homes that tune us in every day to enjoy the best of full time programming that enables them to believe what they see.

WBNS-TV **COLUMBUS, OHIO • CHANNEL 10**

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

ED LaGRAVE JR.

on all accounts

BEING a one-man radio-tv department brings many a headache, but it also has its exciting moments, Ed LaGrave Jr. says of his position at Lessing Adv. Co., Des Moines. He has been credited with selling Lessing on radio. Heretofore, Lessing felt radio accounts "took too much time, tied up too many people and were not profitable." Today, radio and tv account for about 20% of all billings.

Charles Edward LaGrave Jr. attended high school in Mitchell, S. D. Later, as a freshman at the U. of South Dakota, he became an announcer at KUSD Vermillion. While still a junior at college, he was appointed station manager, remaining in that post until his graduation in 1942.

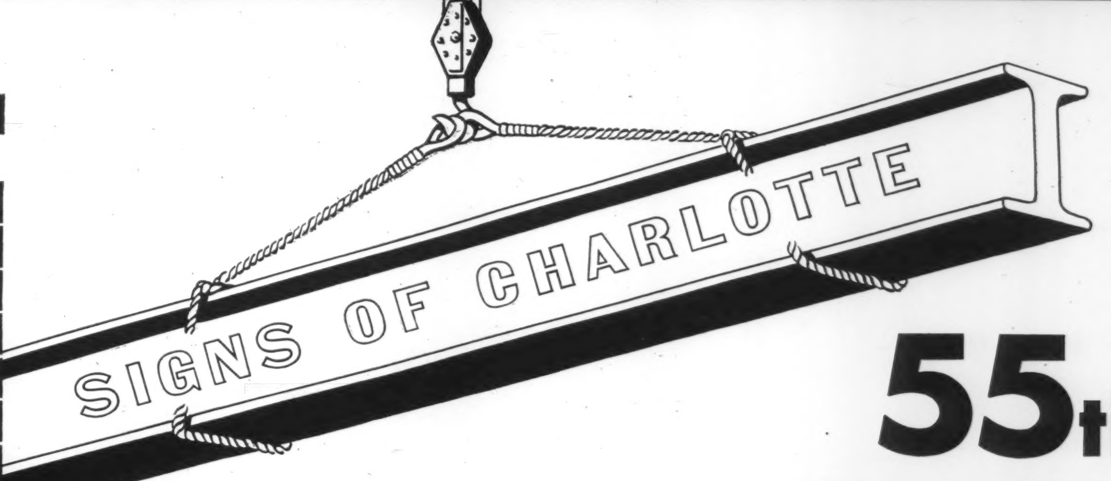
Mr. LaGrave moved to Sioux City, Iowa, joining KTRI as copywriter, disc jockey and staff announcer, then went into service with the U. S. Army Signal Corps, emerging as a second lieutenant. Upon his return he became a space salesman in the local display department of the *Des Moines Register* and *Tribune* and later account executive with Cary Adv. Agency there.

Since 1949, when he joined Lessing, Mr. LaGrave has filled many capacities—account executive, copywriter, announcer, producer, recording engineer, media director and timebuyer. This versatility helped him bring in more and more radio clients for Lessing. Under his direction, 20 clients have used radio and tv on 37 stations in 11 states the past year.

Mr. LaGrave also is responsible for the complete advertising campaigns of 13 active accounts, including that for KRNT Des Moines, the Cowles station, and an overall institutional campaign for the Meredith properties. He is particularly active in tv these days, assuming full responsibility for tv production from selling to direction.

Ordinarily an even-tempered, soft-spoken young man, Ed LaGrave grows vehement at the mere mention of rate-cutting and double-spotting practices. He says: "Rate-cutting . . . never accomplishes what the station hopes to achieve—more and lasting business. . . [and] You can't insult the listener and viewer forever by slugging him with excessive commercials."

Mr. LaGrave married the former Shirley Brookman on Dec. 25, 1945. They have two daughters—Linda, 8, and Kathy, 5. He belongs to Beta Theta Pi, the Des Moines Adv. Club, the Optimists Club and Des Moines Country Club. For hobbies he plays the saxophone, collects records and writes singing commercials.



55th in construction

The signs of Charlotte are signs of a market more important by far than city size indicates. For proof, consider construction.

In 1953, Charlotte—72nd in city size—was 55th in total construction. Its total roofed the next two buildingest Carolina cities combined, and was third only to Baltimore and Washington in the Fifth Federal Reserve district.

On a per capita basis, Charlotte's construction was *more than twice* that of Washington or Baltimore.

Charlotte's out-size construction bill mirrors not only city but area needs. For Charlotte uniquely serves, in myriad specialized fields, a rich and populous area which has no other metropolitan resource.

Important among the city's metropolitan services are Jefferson Standard Broadcasting Company's great area stations, 50,000 watt WBT and top power WBTV, 100,000 watts on Channel 3. These great advertising media—planned and operated for area coverage—blueprint a massive market, ranking by many significant tests among the first 25 in the nation.

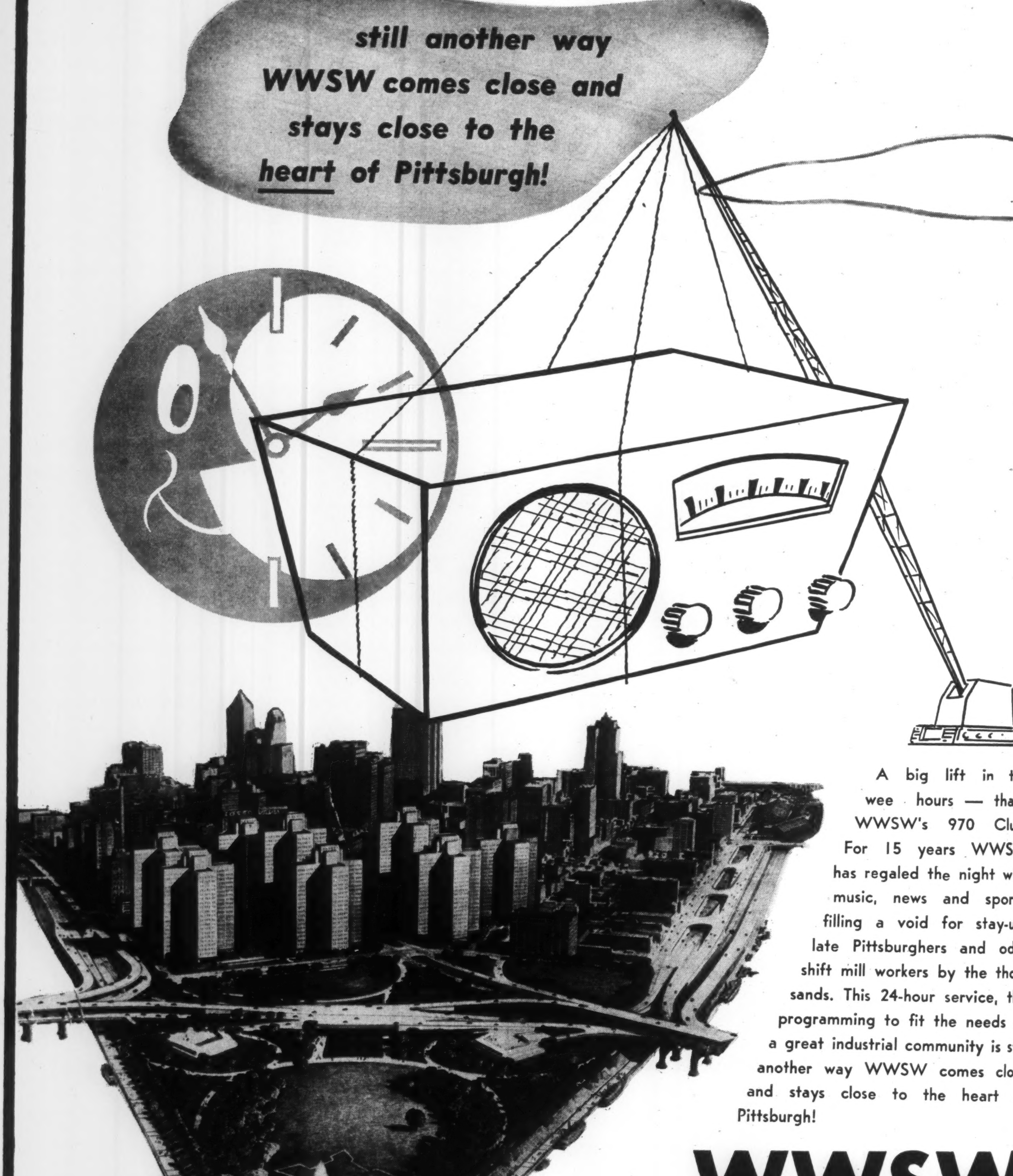
Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

WBT - WBTV

CHARLOTTE, N. C.

The Radio-TV Services of the Jefferson Standard Life Insurance Company



A big lift in the wee hours — that's WWSW's 970 Club. For 15 years WWSW has regaled the night with music, news and sports; filling a void for stay-up-late Pittsburghers and odd-shift mill workers by the thousands. This 24-hour service, this programming to fit the needs of a great industrial community is still another way WWSW comes close and stays close to the heart of Pittsburgh!

WWSW

970 Kc. **5,000 Watts**
PITTSBURGH, PENNSYLVANIA
Represented by John Blair & Co.

October

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BROAD

BROADCASTING
TELECASTING

October 11, 1954 Vol. 47, No. 15

THE LESSON OF 'VIDEOTOWN': MORE TIME FOR RADIO AND TV

In its seventh report on the town it picked in 1948 as a laboratory for the study of television influence, Cunningham & Walsh discovers that "Videotown" is learning to live with tv, without sacrificing other leisure interests. Tv owners have readjusted their lives to give more time to radio, reading, movie-going—without decreasing their attention to the family television set.

FOR THE first time, television viewers this year have learned to juggle their work-and-play schedules to accommodate more leisure activities without diminishing the time they spend with their tv sets.

They're listening to radio more, reading more, spending more time at the movies, and yet they're watching television as much as they did before, according to the 1954 Videotown report to be released shortly by Cunningham & Walsh.

With what sort of time-stretcher do they accomplish this feat?

"It isn't that they have more leisure," says John P. Cunningham, president of the agency. "The average person interviewed is working as many hours as ever, but visiting and entertaining in the home have dropped again to make room for other recreation.

"Women in particular have revised their housekeeping routine to free their evenings for televiewing. They concentrate their duties in the morning or around dinner time. Whether this means that they're more efficient—or merely less thorough—is an unanswered question, but they've definitely reorganized their housework. Television seems to be a likely influence."

Six-Year Study

Since 1948, Cunningham & Walsh, New York advertising agency, has been studying trends in tv sales and set usage and the impact of television on family life in Videotown, revealed two years ago to be New Brunswick, N. J., a town of some 30,200 population located 30 miles from New York and within the good service range of New York's seven tv stations. This year the agency expanded the scope of its tv questioning, asking for the first time for opinions of the people interviewed.

A separate set of interviews was arranged to determine what influence, if any, television has had on political opinion.

Gerald Tasker, vice president and director of research, said this phase of the survey showed that "more people who had seen political telecasts were able to express an opinion than those who had not. But people who had strong opinions to start with found them unchanged by seeing telecasts."

As an example, Mr. Tasker cited the Army-McCarthy hearings. They "caused little excitement among those we interviewed," he said, "but the pros became stronger pros and the cons stronger cons after seeing them on television.

"So far, the level of interest in politics is very low in Videotown. We expect to collect more evidence as other major political events are telecast."

This year's study also investigated the subject of color tv, which Mr. Tasker placed at the head of the list in his summary of findings.

"Telecasts in color," he said, "are still too far from the experience of the average person in Videotown to have much effect on set sales for at least another year. Only 8% of those interviewed have ever seen a color telecast. Slightly more than half of these were enthusiastic, saying it was 'vivid,' 'beautiful,' 'wonderful.' About a third of this 8% considered black and white just as good."

VIEWING AND LISTENING KEEP GROWING

This table illustrates how people in Videotown are spending more time, year by year, both in watching television and listening to radio. These statistics pertain to television homes. Figures show percent of people watching or listening to their home sets at some time during the period indicated.

	WATCH TV				LISTEN TO RADIO			
	1951	1952	1953	1954	1951	1952	1953	1954
Wives								
Morning	2%	10%	12%	22%	25%	33%	42%	45%
Afternoon	10	18	19	25	15	19	16	17
Evening	71	73	78	79	7	13	12	15
All Day	72	76	80	83	34	42	50	52
All People—Average								
Morning	1	5	8	14	10	15	12	23
Afternoon	7	15	14	16	6	9	8	8
Evening	68	70	73	74	5	8	9	10
All Day	70	72	76	77	16	22	28	30

Another indication of the extent of color's attraction may be seen in reasons given by set owners who indicated interest in buying a new receiver. In this group 9% said they will buy because they want color. (A year ago 17% had given color as a cause of interest.) By comparison, 50% attributed interest in a new set to a desire for a larger screen; 14% to poor performance of present set, and another 14% to a desire for a second set in the home.

Noting that most of the people questioned had no knowledge and therefore no opinion of color tv prices and screen sizes, but that the few who did express an opinion considered the price too great and the screen too little, President Cunningham observed:

"These two problems—price and screen size—will determine how soon the color television boom will start. But as soon as the first few sets appear in their neighborhoods, these people will change their minds in a hurry. If they see color telecasts in the homes of friends, they'll want the same thing in their own homes."

Getting back to black and white television, C&W researchers once again found that, contrary to the "novelty" theory, families who have had sets longer spend more time with them than do the new owners. Sets bought before 1953 were used for about 4½ hours on an average weekday evening, while sets bought early this year averaged about 2¾ hours. The average for all Videotown sets was 4⅓ hours, up slightly from last year's 4¼ hours.

More of the viewers who have had sets for several years watched television during the average weekday evening in 1954 (77.4% average) than these same families did in 1951 (67.9%), 1952 (69.9%) or 1953 (71.9%). Among all tv families, including new as well as long-time owners, this year's average was 73.9% as compared to 69.7% in 1952 and 73.1% in 1953.

But while more people watch and although the average set is turned on slightly longer, the average person spends somewhat less weekday evening time at his set. This year the average dropped from 2.40 to 2.34 hours per evening. But the evening decline was offset by increases in morning and afternoon viewing.

Where 8% of Videotown set owners watched television in the mornings last year, the study showed, the number this year rose to 14%. In the afternoon, tv sets attracted 16% of their owners as compared to 14% in 1953.

While viewing was maintained at its former level, radio listening registered substantial gains. A total of 23% of the tv owners questioned this year said they listened to radio during the morning as against 12% last year—and also as against 14% classifying themselves as morning tv watchers this year. Afternoon listening was reported by 8%, same as in 1953, while

10% listened during the evening this year where 9% did a year ago. Wives are the biggest fans of both radio and tv, with 52% saying they listened to radio at some period of the day and 83% reporting tv tune-in at some period. (For listenership-viewership breakdown, see table.)

Biggest change in leisure activity this year, according to C&W's findings, was the upward surge in movie-going, a pastime that nose-dived by 77% when tv first came into the average home. After a continued decline for several years, movie-going on average weekday evenings showed a 17% increase in 1953, which Mr. Tasker described as the "turning point."

"This year's movie attendance almost doubled last year's," he reported on the basis of the 1954 study. "These increases for two years in succession seem to assure a reversal of the downward trend."

Movie-goers, of course, continue to get in their tv viewing before and after the theatre.

C&W also saw a dramatic change in magazine reading, which went up 70% this year (largely due to increased reading by women) after a 5% rise in 1953. Most newspaper reading, which showed a steady upward trend during the first four years, remained at its 1953 peak in the current findings.

Home entertainment and visiting friends are the only major leisure activities which have dropped sharply, the report showed, noting that this trend has been evident in Videotown surveys since tv's early days.

With increasingly heavy saturation—C&W estimates it will be at 82% by Dec. 31 as compared with 76% last January—Videotown's total set sales are dropping. As predicted in last year's Videotown report, sales in 1953 were down (5%) and they are expected to drop another 8% this year. Already, the report notes, the new-home market consists mostly of newly formed families. Replacement sales this year are expected to exceed, for the first time, sales to families who have never owned television before.

The number of two-set homes grows slowly. By April 1951, 1% of Videotown's tv owners had two sets. By April 1952 the number had reached 2%; a year later it was at 4½%; by April 1954 it was at 5%, and by January 1955 it is expected to reach 7½%. Second sets usually are found in a bedroom (44%) or in a basement recreation room (33%).

The 21-inch screen was found to be the most popular size, accounting for three-fourths of all new sets bought. The 24- and 27-inch sets, which began to appear in Videotown last year, account for 5% of the new receivers, leading C&W to observe that sales of these larger sizes have not increased enough to make them a threat to the 21-inch market.

ADVERTISERS & AGENCIES

UPWARDS OF TEN ADVERTISERS STAGE MOVING DAY IN AD ROW

On the heels of Bulova's exodus from Biow has come a rash of agency switches. On the list are eight of the dissolving Cecil & Presbrey's accounts. Estimated billings involved: $20.5 million.

IN the year's most spirited action of its kind, at least 10 major advertisers have appointed new agencies in the past fortnight and a half-dozen others are in the process of changing affiliations.

The eventual turnover of billings will amount to $20.5 million, attributable in the main to Biow Co.'s loss of the Bulova Watch Co. account and the imminent dissolution of Cecil & Presbrey [B•T, Oct. 4].

Eight of the former Cecil & Presbrey accounts already have named new agencies. These include Block Drug Co., which goes to Grey Adv.; Topp-Chews, to Grey; Seeman Bros. to Biow; Mennen Co. to McCann-Erickson; Benrus Watch Co. to Biow; Necchi Sewing Machine to Biow; Julius Kayser Co. to Peck Adv.; and Minnesota Mining & Mfg. Co. to Roger Brown, Cecil & Presbrey executive who is forming his own public relations firm.

Other accounts announcing new agency associations are Petite Foods, which named Buchanan & Co., and Hill Bros., moving from Biow to Ted Bates and Lennen & Newell.

Accounts still screening agencies and expected to make decisions shortly are Bulova (formerly with Biow), and the following Cecil & Presbrey clients: Philip Morris Ltd. (Marlboro cigarettes), Nestle Co., International Business Machines, Cunard Steamship Lines, and Eagle Pencil.

Hill Bros., New York, had been associated with Biow Co. for 20 years before announcing last week that, effective Jan. 1, advertising of its various products will be handled by Ted Bates in the case of its Dromedary mixes and by Lennen & Newell for Dromedary dates and specialties. The firm spends approximately $2 million in advertising.

Block Drug Co., Jersey City, serviced by Cecil & Presbrey, reportedly has decided upon and is expected very shortly to announce Grey Adv., New York, as its advertising agency. Sam Dalsimer, executive vice president of Cecil & Presbrey and account executive on Block Drug, is expected to join Grey together with a few members of his staff. In addition, Mr. Dalsimer is expected to take the Topp-Chews Gum Co. account to Grey. Block's billing is said to be in the neighborhood of $1 million while the chewing gum firm's budget is approximately $250,000.

Mennen Co. (Foam Shave and Afta Shave), Morristown, N. J., is expected to go to McCann-Erickson after the first of the year. The account now is handled by C & P and its billing runs about $500,000.

Petite Foods, Brooklyn, with a budget of approximately $100,000, has named the Blaine-Thompson Co., New York, to handle advertising, merchandising and sales promotion for its line of frozen-food specialties.

Julius Kayser Co. (lingerie, gloves, hosiery, infants wear and nylon tricot sheets), New York, moved from C&P to Pack Adv., effective at once. Norman A. Mack, executive vice president, is account supervisor and Julian Czukor is account executive. Kayser's advertising budget is about $250,000.

Benrus Watch Co., along with Necchi Sewing Machines and Seeman Bros., all have named Biow Co. to handle their advertising [B•T, Sept. 27]. Benrus accounts for $2 million in billing, Seeman for $750,000, and Necchi for about $1 million.

Minnesota Mining & Mfg., which has been handled by Roger Brown, vice president of C&P, will continue to be serviced by Mr. Brown, when he reopens his own public relations firm.

Bulova, which dropped the Biow Co. two weeks ago [B•T, Sept. 27], is still entertaining agency bids. Philip Morris & Co. (Cecil & Presbrey), which is introducing a new style Marlboro cigarette in a filtered, king-size version with a cork tip and snap-open package, is considering offers from other agencies and is expected to make a decision within a few weeks. The new Marlboro, meanwhile, will use a radio and television spot announcement campaign starting with a market test in Rochester, N. Y., today (Monday).

THE $20.5 MILLION THAT'S PULLING STAKES

Advertisers' new agencies and approximate billing:

Account	Former Agency	New Agency	Approximate Billing
Block Drug	Cecil & Presbrey	Grey Adv.	$ 1,000,000
Topps-Chews	Cecil & Presbrey	Grey Adv.	250,000
Seeman Bros.	Cecil & Presbrey	Biow Co.	750,000
Mennen & Co.	Cecil & Presbrey	McCann-Erickson	500,000
Benrus Watch Co.	Cecil & Presbrey	Biow Co.	2,000,000
Necchi Sewing	Cecil & Presbrey	Biow Co.	750,000
Julius Kayser	Cecil & Presbrey	Peck Adv.	250,000
Minnesota Mining	Cecil & Presbrey	Roger Brown	2,000,000
Petite Foods	(Newly Formed)	Buchanan & Co.	250,000
Hill Bros.	Biow Co.	Ted Bates-Lennen & Newell	2,000,000
TOTAL			$ 9,750,000

Accounts still screening agencies:

Account	Former Agency	New Agency	Approximate Billing
Bulova	Biow Co.	??	$ 5,500,000
Philip Morris (Marlboro)	Cecil & Presbrey	??	1,500,000
IBM	Cecil & Presbrey	??	1,250,000
Cunard	Cecil & Presbrey	??	750,000
Eagle Pencil	Cecil & Presbrey	??	250,000
Nestle Co.	Cecil & Presbrey	??	1,500,000
TOTAL			$10,750,000

CHEVROLET STILL STRONG FOR RADIO

Advertising manager Bill Power tells Michigan meeting that not one cent has been taken from radio, despite tv expenditures. Also added is a word of scolding for radio men with 'defeatist attitude.'

MR. POWER

CHEVROLET Div. of General Motors, one of the first major users of radio on a national saturation scale, still believes in it just as firmly and has not taken its tv money out of the older medium, Bill Power, Chevrolet advertising manager, said Oct. 1 in an address to the Michigan Assn. of Radio & Tv Broadcasters (see story page 42).

Famed as one of the nation's leading inspirational speakers, Mr. Power gave MARTB delegates a lecture on the power of their own medium. He scolded them soundly on their "defeatist attitude"—so soundly that the delegates gave him a standing ovation and cheered him several minutes in appreciation of his pep talk.

"How could anything that has been so good so long get discouraged so fast?" he asked. "I'm a client. You should be giving me the pep talk."

Mr. Power assumed the role of a football coach in a locker room between halves, talking to them, he said, "just as he talks to Chevrolet salesmen all over the nation."

Chevrolet has "not taken one nickel out of radio or anything else for its television," he said. "All television money is new money." He recalled early Chevrolet radio including Fred Allen, Eddie Rickenbacker, Jan Pierce and the pioneering *Musical Moments* transcription series.

"Radio has an 89½-million receiving-set start on tv," he said. "If tv continues to sell at the rate of 217,000 sets a year more than radio, it will take 412 years for tv to overcome radio's lead.

"I believe in radio. I believe it is a wonderful medium and our dealers like it. Radio is the best way to sell a lot of people."

Phillips Tells Musts Of Copy for Television

A FAST-TALKING tv announcer delivering a commercial has much the same effect as the small print in a black-and-white advertisement, Kalman Phillips, J. Walter Thompson Co., Los Angeles, said in a talk to the Copy Club of Los Angeles.

Mr. Phillips outlined what makes good tv advertising copy:

1. Demonstrate visually whenever possible, making sure the audio describes only what the viewer sees.
2. Stay with a copy point only long enough to put it over.
3. Don't cram too many ideas into one commercial.
4. Use experts to sell a product (i.e.: a movie star to sell soap, a mechanic to sell a car), making sure the authority expresses his own personality, rather than parroting copy.
5. Showmanship is important, but don't allow it to distract from the main selling theme.

LISTENING to a tape recording made at the 25th anniversary celebration of Henry J. Kaufman & Assoc., Washington, D. C., are (l to r) Jeff Abel, Kaufman radio director; Henry J. Kaufman, agency managing director; Dan Cavalier, vice president of WGMS there, and M. Robert Rogers, president of the station.

Pontiac Sets Record Two Weeks of Spots

PONTIAC Cars, Detroit, through McManus, John & Adams, Detroit, will be using the largest radio and television spot announcement campaign in its history [B•T, Oct. 4] with approximately $500,000 earmarked for a two-week "teaser and followup" schedule to introduce new cars. Cadillac, too, through the same agency, will be using a radio schedule about the middle of November in major markets.

Pontiac will break as early as Oct. 15 on the West Coast and as late as Oct. 26 for five days of teaser and a week of followup spots on more than 1,000 radio stations throughout the country. A similar spot schedule will be placed on 200 television stations.

Porter to Be JWT Media Chief; Banks Named by Leo Burnett

ARTHUR A. PORTER, vice president in charge of media at Leo Burnett Co., Chicago, has resigned effective Dec. 1 to accept a similar post with J. Walter Thompson Co., New York, it was announced by Leo Burnett Co. last week. Simultaneously, the Burnett organization reported the appointment of Dr. Seymour Banks, formerly media supervisor, as manager of its media department.

Mr. Porter, an acknowledged Midwest authority on media and research, particularly with respect to broadcasting and newspapers, will become vice president and media director of the Thompson agency. He joined Burnett in 1945 as head of its research department after being associated with George Gallup's American Institute of Public Opinion and the Canadian Institute of Public Opinion since 1936. He later became an account executive, media analyst and manager of Leo Burnett's media department. Mr. Porter was elected a vice president in charge of media in 1951.

AAAA Committee Posts

FOUR agency executives have accepted chairmanships of planning committees for the 1954 eastern annual conference of the American Assn. of Advertising Agencies. The men and their committees. Anthony DePiarro, Lennen & Newell, media; Henry Schachte, Bryan Houston Inc., contact; L. T. Steele, Benton & Bowles, radio-tv administration, and Hal Davis, Kenyon & Eckhardt, public relations.

Roto-Broil Buys Election Coverage on NBC-TV, CBS-TV

ROTO-BROIL Corp., Long Island City, N. Y., has signed for part sponsorship of the Nov. 2 election coverage on both NBC-TV and CBS-TV. Contracts provide for sponsorship on NBC-TV of one-half of the period between 9:30 p.m. and 1 a.m. EST, and on CBS-TV of one-half of the time between 11 p.m. and conclusion.

The Roto-Broil orders, placed through Product Services Inc., New York, are for the full interconnected networks of both NBC-TV and CBS-TV.

WPIX (TV) Sells Last Quarter Of Sports Package to HFC

SALES to Household Finance Corp. of the last available quarter sponsorship of the 69 championship events which form the WPIX (TV) New York 1954-55 Madison Square Garden sports package was announced last week by the station.

Other sponsors of the sports presentation, which begins Oct. 20, are Piel's beer, which purchased a quarter for the third straight year, Robert Burns cigars, which bought a quarter for the second straight year, and Esso Standard Oil, which also bought a quarter.

Package includes three telecasts of the National Horse Show, two telecasts of the Westminster Kennel Club show, 15 professional New York Ranger hockey games, 23 professional New York Knickerbocker basketball contests, 18 New York college basketball games, and at least eight playoffs of the Ranger and Knickerbocker games. Agency for Household is Needham, Louis & Brorby.

McGraw-Hill Names Clay

APPOINTMENT of David M. Clay, tv packager and pioneer in educational tv, as radio-tv programming specialist of McGraw-Hill Book Co. was announced last week. Mr. Clay's duties will include preparation for local and national distribution of package programs featuring McGraw-Hill films and books. Special emphasis will be placed on more interesting and effective educational tv.

Mr. Clay has been active in tv since 1948. Previously, he was with other publishing houses.

APPROVING a $1,000 per week saturation radio campaign by Sta-Nu Corp., for its Sta-Nu (finishing process for dry cleaning) over WHB Kansas City are (l to r): George W. Armstrong, WHB general manager; Clifford J. Barborka, John Blair & Co., Chicago; Roy Edwards, president of Sta-Nu Corp., and Bob Finch, Lester Jacobs Adv., Chicago. The schedule calls for a daily series of 5-, 10-, and 15-minute newscasts and sportscasts.

NL&B Appoints Williams

APPOINTMENT of Lee Williams, vice president, Needham, Louis & Brorby, Chicago, as chairman of the agency's plan board was announced last week. He will coordinate activities of the ten-man group which reviews all advertising prepared by the agency, according to Maurice Needham, NL&B president. Mr. Williams has been serving as senior consultant to the agency and works actively on such accounts as Campbell Soup, Monsanto Chemical and Wilson & Co., among others. Included on the plan board is James Cominos, vice president and radio-tv director.

NEW BUSINESS

Frawley Corp. (Paper-Mate Pens), Culver City, Calif., to co-sponsor with Toni Co., Chicago, *People Are Funny* (NBC-TV, Sun., 7-7:30 p.m. EST) on Oct. 17, 24, 31; Nov. 14, 28; Dec. 12, 19. Agency: Foote, Cone & Belding, L. A.

General Foods Corp. (Calumet Baking Powder), White Plains, N. Y., to sponsor Thurs. and Fri. segments of Mary Margaret McBride program (NBC Radio, 10-10:05 a.m. EST), effective Oct. 14. Agency: Young & Rubicam, N. Y.

RENEWALS

Swift & Co., Chicago, renews 8:15-45 a.m. segment, *Breakfast Club* (ABC Radio, Mon.-Fri., 8-9 a.m. CST) for 52 weeks, effective Nov. 1; company also will sponsor *Edward R. Murrow News* on 23 Columbia Pacific Radio Network stations (Tues.-Thurs., 5-5:15 p.m. PST) for 39 weeks, effective Nov. 2. Agency: J. Walter Thompson Co., Chicago.

De Soto Motor Corp. (Chrysler Corp. div.), Detroit, renews *You Bet Your Life,* on 207 NBC Radio stations (Wed., 9-9:30 p.m. EST). Agency: BBDO, N. Y.

Free Methodist Church of North America, Winona Lake, Ind., renews *Light and Life Hour* (ABC Radio, Sun., 8:30-9 a.m. EST), effective Oct. 24. Agency: Walter F. Bennett & Co., Chicago.

Billy Graham Evangelistic Foundation, N. Y., renews *Hour of Decision* (ABC Radio, Sun., 3:30-4 p.m.) for 52 weeks, effective Oct. 31. Agency: Walter F. Bennett & Co., Chicago.

AGENCY APPOINTMENTS

Screen Gems Inc., N. Y., appoints Joseph Katz Co., same city, with Sidney Loewenberg as account executive. Tv will be used.

Enterprise Heat & Power Co., Chicago, appoints Elliot, Jaynes & Baruch, same city. Radio-tv will be used.

Ralston Purina Co., St. Louis, appoints Guild, Bascom & Bonfigli Inc., S. F., for cereal advertising.

Magnavox Research Laboratories, div. of Magnavox Co., L. A., and **Gertsch Products Inc.** (electronic test equipment), same city, appoint Don Larson Adv., Beverly Hills, Calif.

Pastorelli Food Products Co. (Italian Chef pizza), Chicago, appoints Olian & Bronner, same city. Tv will be used.

Romar Laboratories (STS Nasal Inhalant), Phila., appoints Benjamin Katz Agency, same city. Radio will be used.

World Over Importers Inc. (western distributors, Karl's Beer, Schneider Brewing Co. Inc., Trinidad, Colo.), L. A., appoints Jimmy Fritz & Assoc., Hollywood. Radio-tv spot announcement campaign will be used.

Albert Sheetz Mission Candy Co. (Albert Sheetz restaurants, candies, ice cream, bakery products, catering), L. A., appoints West-Marquis Inc., same city, with Charles B. Smith as account executive. Radio will be used.

Vitamix Corp., Phila., appoints Lee Ramsdell & Co., Philadelphia.

Town Square Foods Inc., Pittsburgh, appoints Cavanaugh Morris Adv., same city. Radio will be used.

Elysee Cosmetic Co. (Queen of Beauty cosmetic cream), S. F., and The Pamper House (health establishment), Oakland, appoint Ad Fried & Assoc., Oakland. Radio-tv will be used for both.

Cockshutt Farm Equipment Ltd., Brantford, Ont., appoints Griswold-Eshleman Co., Cleveland, for Canadian advertising; agency presently handling U. S. advertising.

Culligan Soft Water Service Dealers of Northern California Inc. (Culligan Inc., Northbrook, Ill.) appoints Hoefer, Dieterich & Brown Inc., S. F., with James A. Brown as account executive. Tv is planned.

A&A PEOPLE

Vincent Anson, Nesco Inc., Milwaukee, appointed advertising and merchandising manager, also handling sales promotion and product development.

Robert Riemenschneider Jr., account executive, Schwimmer & Scott Inc., Chicago, appointed media director, succeeding **Evelyn Vanderploeg,** who moves to radio-tv timebuying dept., Arthur Meyerhoff & Co., same city.

Charles E. Van Voorhis, formerly advertising manager, Packard Motor Car Co., Detroit, appointed group head, McCann-Erickson Inc., Chicago.

Edgar C. Pierce, assistant to manager, Geoffrey Wade Adv., N. Y. office, promoted to radio-tv operations director, Hollywood office; **Dennis Clark,** radio-tv dept., Hollywood, appointed to handle radio-tv commercial production.

David Wallace, formerly with *Time* magazine, N. Y., to Ogilvy, Benson & Mather, same city, as manager, research dept, and assistant to vice president in charge of research.

J. H. Hoffman, formerly with C. J. Roche & Co., Chicago, to Foote, Cone & Belding, N. Y., as copy supervisor.

Helen Whitmore, radio-tv copywriting staff, N. W. Ayer & Son., N. Y., appointed copy supervisor; **Alexander Maclachlan,** advertising supervisor, So. New England Telephone Co., New Haven, Conn., to radio-tv copywriting staff of agency.

Robert A. Haverback, advertising staff, Zenith Radio Corp., Chicago, to Norge div., Borg-Warner Corp., same city, as assistant to advertising manager.

John R. Pfann, sales assistant, Sharples Chemicals Inc., Phila., appointed sales analyst, succeeding **J. W. Conyers Jr.,** who moves to market development department.

Scott Costello, formerly with Griswold Eshleman Co., Cleveland, to account management staff, James Thomas Chirburg Co., N. Y.

Frank Wheeler, art director, Anderson & Cairns Inc., N. Y., to copy-contact staff, VanSant, Dugdale & Co., Baltimore.

Robert R. Sawyer, Metro-Goldwyn-Mayer Studios, Culver City, Calif., to radio-tv dept., Campbell-Ewald Co., Detroit, as creative tv writer and commercial film production supervisor.

Robert De Pue Brown, formerly with Ward Wheelock Co., Phila., to advertising promotion dept., *Saturday Evening Post,* same city.

Sylvia Begley, formerly with C. P. MacGregor Inc., Hollywood, to Al Paul Lefton Co., Philadelphia.

Harry Wayne McMahan, vice president in charge of radio-tv commercials and copy plans board member, McCann-Erickson Inc., N. Y., author of book *The Television Commercial,* published by Hastings House.

Arthur C. Fatt, Grey Adv. Agency Inc., Phila., appointed head, 1954-55 Adv. Div. of Federation of Jewish Philanthropies campaign.

Al Paul Lefton, president, Al Paul Lefton Co., Phila., elected member, board of directors, Greater Philadelphia Chamber of Commerce.

C. James Fleming Jr., vice president, Compton Adv., N. Y., appointed vice chairman, business and professional committee, United Hospital Fund 75th anniversary campaign.

Arnold Cohan, president, Arnold Cohan Corp., N. Y., appointed chairman, radio-tv advisory committee, United Hospital Fund 75th anniversary campaign.

Arthur E. Burdge, Coca-Cola Co., Atlanta, announced as governor, seventh district, Advertising Federation of America.

NATL. TELEFILM PREPARES EXPANSION

Financier Gustave Ring and Producer Harry Popkin associate with firm as prelude to enlarged production and distribution activities.

IN PREPARATION for a program of expansion in both production and distribution, National Telefilm Assoc., New York, announced last week it has entered into an association with Col. Gustave Ring, industrialist and financier, and Harry M. Popkin, veteran motion picture producer.

Financial backing for enlarged operations is expected to be forthcoming from Col. Ring, who has been named chairman of the board of NTA but will not assume an active management role in the company. Col. Ring is president of the Ring Construction Co. and the Ring Engineering Co., and makes his headquarters in Washington.

Mr. Popkin's association with NTA was said to be already in effect, with the producer currently supervising production on an NTA series on the West Coast. NTA has distribution rights to nine of Mr. Popkin's theatrical films and the firm will obtain rights to other properties as he makes them available for television.

NTA, which is headed by Ely Landau, president, was formed last January. It operates on a system of franchise agents throughout the country [B•T, Jan. 11] except in New York, Chicago and Hollywood, where NTA maintains owned-and-operated offices.

Mr. Landau reported that NTA currently consists of 15 regional offices with a total of 28 salesmen. He said the staff has been broken down into three regional commands, with Ed Gray as supervisor for the Far West; E. Johnny Graf, the Midwest, and Harold Goldman, the East. Mr. Goldman also is vice president in charge of sales for the entire organization.

The newest NTA office, Mr. Landau said, is one in Montreal, headed by Napoleon Vaillancourt, owner of the Canadian Educational Film Co.

NTA $1 Million Contest Ready for Tv Stations

GIVEAWAY prizes valued at $1 million will soon be offered by local tv stations to viewers through a new plan worked out by National Telefilm Assoc., New York. The two-fold purpose behind NTA's move, announced last week, is to give stations a new showmanship twist that will help them build audiences and increase sales and at the same time to sell NTA's library of filmed programs in 100 markets before Jan. 1, 1955.

Beginning Oct. 18, NTA's sales force will unfold to station owners the details of the largest giveaway contest in broadcasting's history, according to Ely Landau, NTA president. The contest, copyrighted under the title "Tv Tic Tac Toe," will be available only to stations buying NTA programs such as *China Smith, Orient Express, The Passerby,* and *The Bill Corum Show.* Exclusive rights to the contest will be assured stations in their individual coverage areas.

Starting date of the contest is Jan. 2, 1955. It will run 17 weeks, during which time there will be a controlled number of weekly winners. The national winner selected at the end of the contest will get $100,000 in prizes, including a $35,000 home, $15,000 worth of decorations, a trip around the world or $10,000 in cash, a Cadillac, a mink coat and a $5,000 gift certificate redeemable at any local store.

In addition to the prizes, NTA will supply over $400,000 worth of promotional material to participating stations. Viewers will be required to pick up a different contest card each week at distribution points set up by the station. The station will give viewers a new clue each day—seven days in all—and the clue may be repeated as often as the station wishes.

To help map out promotion campaigns for the contest at a local level, NTA has assigned a full-time merchandising man to visit stations where he will work with executives in setting up the drive. Stations participating in the contest also will be supplied with a complete kit of on-the-air promotion material, including slides and spot announcements, as well as point-of-sale material such as counter cards, window streamers and fly tags.

Screen Gems Announces Latest Staff Additions

LATEST additions to the staff of Screen Gems Inc., New York, were announced last week by Ralph Cohn, vice president and general manager, who noted the national staff of the organization has been increased by 100% since the first of the year.

Bud Donnelly, who has served on the sales staff of several tv film companies, has been appointed as assistant to John McCormick, midwestern sales manager in Chicago. George E. Burgess Jr., formerly head of Screen Gems' sales service department, has been transferred to the sales force, and Arthur Topol, who had been Mr. Burgess' assistant, has been named to succeed him.

Other new staff members include: Conrad Wallenstein, assistant to the business manager; Joe Morrison and Vincent Cafarelli, assistant animators; Fred Eng, painter; Stanley Ackerman, dialogue director, and Bernard Kahn and Robert L. Stevens, film inspectors.

Judge Asks Main Issues In Anti-Trust Film Suit

STATEMENTS of what attorneys for both the Justice Dept. anti-trust division's Los Angeles office and defendant major motion picture production and distribution firms believe to be the main issues in the government's suit to force release of 16 mm theatrical films to tv and other uses [B•T, Sept. 27] were requested by Oct. 18 by Federal District Judge Harry C. Westover last week, in an effort to simplify and speed up trial proceedings.

Meanwhile, James McGrath, acting chief of the Los Angeles anti-trust office, said so many answers have been filed in replies to government interrogatories by the 11 defendant firms, and so many new issues raised by defendant attorneys, that he will move by Nov. 15 that the interrogatory replies be stricken from the court record.

At last week's pre-trial hearing, Judge Westover indicated he was sympathetic to Mr. McGrath's request for an early trial and would seek to complete preliminaries as soon as possible.

Casey Studios in Florida Are Acquired by Trio

ACQUISITION of the Thomas Casey Film Studios in Winter Park, Orlando, Fla., by Martin Jones, Henry Olmsted, and Gordon Knox was announced last week. Purchasers will make the studios immediately available for filming tv shows and commercials. The investment was said to total $500,000. Studios contain two fully equipped sound stages, with floor areas measuring 55x60 feet for one, 45x10 feet for the other. It was said each studio can handle four to six sets simultaneously.

The studios will operate as a branch of the Princeton Film Center, Princeton, N. J., of which Messrs. Jones, Olmsted and Knox are directors. They will serve also as a branch of Olmsted Sound Studios, which in turn will serve as New York headquarters for Princeton Film Center.

WFMJ-TV Youngstown, Ohio, signs the G. M. McKelvey Co., local department store for its *Gem Theatre* Sunday night motion picture series. Agreeing on the contract (l to r): Bob Jolly, WFMJ-TV salesman; Mitchell F. Stanley, WFMJ-TV manager; Charles G. Nichols, McKelvey president and general manager; Robert C. Harnack, Paul Smith Agency representative, and Mrs. Vera Friedman, McKelvey ad director.

Bagnall Planning to Offer Five New Television Shows

GEORGE BAGNALL & Assoc. has acquired five new shows for tv distribution, according to an announcement made last week by the firm. The shows are: *Scene With a Star,* starring Vera Vague, a comedy audience participation series; *Spotlite of Hollywood* with Jim Ameche, a personality interview series; *World of Wolo,* a children's show; *Let's Draw,* with artists Frank Webb and Valerie Landon, and *Sports Mirror,* a sports celebrity series.

All shows are 15 minutes in length and are available immediately for local, regional or national sponsorship. Earlier this year, the Bagnall firm acquired distribution rights for all of Consolidated Television's properties. The combined library now exceeds 1,000 hours of programming.

FILM DISTRIBUTION

Association Films Inc., N. Y., announces seven different 13-week film series it distributes, which are made available to stations free, are currently playing on stations throughout country. Among its properties are *Made in the U.S.A.,* booked by 108 stations; *Films for the Family,* 70 stations; *A Stacked Deck,* 18 stations; *Boy's Railroad Club,* 82 stations; *Sur-Prize Package,* 69 stations, and *Tv Travel-Log* and *Italian Rainbow,* recently offered to stations.

FILM PRODUCTION

Superman Inc., Hollywood, starts this month on new series of 13 half-hour color *Superman* films for Kellogg Co., Battle Creek, Mich. Agency: Leo Burnett Co., Chicago.

Roland Reed Productions Inc., Hollywood, will begin 26 new half-hour *Waterfront* films Nov. 4.

Hal Roach Jr., Productions, Culver City, Calif., will shoot *The Story Teller* tv series this month with John Nesbitt as writer and narrator and Jerry Stagg as producer.

Fran O'Brien, public relations director and account executive, Goldswan Productions Inc., N. Y., and **Spencer Bentley,** former director, Radio Free Europe, have packaged new tv series titled *How To Be Happy.*

RANDOM SHOTS

Hoffberg Lewis Enterprises, N. Y., has been organized by Jack Hoffberg and Martin Lewis at 362 W. 42nd St. for production and distribution of tv film featurettes and shorts.

Film File, div. of Pix Enterprises, Studio City, Calif., announces new film library service supplying loops, clips and inserts for integration into station programming.

Global Telefilms Inc., N. Y., has moved to 35 W. 53rd St.

FILM PEOPLE

Howard Grafman, formerly production director, NBC Chicago, elected vice president in charge of sales, MAC Studios (film producers' sales representatives), same city.

Bert Lytell, 69, radio-tv, motion picture and stage actor, died Sept. 28.

OUT-OF-HOME LISTENING SETS RECORD

Pulse reports for last summer show out-of-home listening added 23.8% to the at-home audience, a factor big enough to justify combined at-home and out-of-home ratings.

RECORD growth of out-of-home radio listening during the past summer was pointed up last week by Dr. Sydney Roslow, director of The Pulse Inc., in announcing the results of out-of-home surveys conducted by The Pulse in 23 major markets throughout the U. S.

The growing importance of this segment of broadcasting, Dr. Roslow said, has prompted The Pulse to set plans in motion for the issuance of a combined at-home and out-of-home rating —in place of two separate measurements—in its future reports. He said the combined rating plan will be put into effect in Miami, starting with the October-November (1954) report, and added:

"Radio audience measurements should cover all listening—regardless of where it occurs. The growth in importance of listening away-from-home makes it essential to include this audience when radio is examined as an advertising medium. This can only be assured by presenting one rating, which contains both at-home and out-of-home listening. Extension of this plan to other markets will depend on the reaction on the part of Pulse subscribers."

During the summer of 1954, Dr. Roslow said the surveys showed that away-from-home listening added 23.8% to at-home audience, which he described as "a new high." Three years ago, he continued, the "plus" represented by this group amounted to only 17.3%.

Away-From-Home Average

"During the average quarter-hour from 6 a.m. to midnight, 4.3% of all radio families in the areas surveyed were listening in automobiles, at work, or in other away-from-home places," Dr. Roslow revealed. "If these results are projected, the out-of-home audience at any given time of the day would average over 2 million radio families."

The studies showed that the "plus" represented by the away-from-home audience ranged from 17.9% in Seattle to 27.1% in New York. Los Angeles and New York were said to rank first on the basis of the level of out-of-home listening, with 4.8% of the families in these two markets reporting away-from-home listening during the average quarter hour from 6 a.m. to midnight.

"The current Pulse studies also make it clear," Dr. Roslow observed, "that a serious rating error occurs if a single figure, representing the average out-of-home 'plus' for all stations in a market, is arbitrarily applied to each station's at-home rating. The percent added by the away-from-home audience varies widely from station to station. In New York, for example, the 'plus' represented by out-of-home listening averaged 27.1% for all stations. Yet, for one broadcaster, it came to 10%, while for another 50%."

Dr. Roslow said that these studies are conducted semi-annually (in the winter and summer), except in New York, where they are issued quarterly. He pointed out that if plans to present a combined at-home and out-of-home rating are accepted, away-from-home studies would comprise an integral part of all Pulse radio audience surveys.

The 23 markets surveyed by Pulse last summer were said to contain 15,764,480 radio families, estimated to be more than one-third of the total throughout the U. S. The markets: Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Columbus, Detroit, Houston, Kansas City, Los Angeles, Milwaukee, Minneapolis-St. Paul, New Orleans, New York, Philadelphia, Richmond, San Diego, San Francisco, St. Louis, Seattle and Washington.

'Dragnet' Leads Nielsen Tv And Latest Videodex

DRAGNET held top spot in the national Nielsen tv ratings for the two-week period ending Sept. 11. NBC and CBS each had five programs among the top ten shows reaching total homes. ABC's coverage of the "Miss America Pageant" replaced *Robert Montgomery* in the listing based on per cent of tv homes reached.

Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	Dragnet (NBC)	13,955
2.	Public Defender (CBS)	11,662
3.	Best of Groucho (NBC)	10,862
4.	Toast of the Town (CBS)	10,188
5.	Ford Theater (NBC)	10,140
6.	I've Got A Secret (CBS)	9,607
7.	Masquerade Party (CBS)	9,593
8.	This Is Your Life (NBC)	9,206
9.	Robt. Montgomery (Johnson) (NBC)	9,017
10.	Arthur Godfrey's Scouts (CBS)	8,958

Per Cent of Tv Homes Reached Program Station Basis

Rank	Program	Homes %
1.	Dragnet (NBC)	46.5
2.	Public Defender (CBS)	38.9
3.	Best of Groucho (NBC)	36.1
4.	Ford Theater (NBC)	35.1
5.	Toast of the Town (CBS)	34.7
6.	Miss America Pageant (ABC)	34.2
7.	I've Got A Secret (CBS)	32.9
8.	Masquerade Party (CBS)	32.3
9.	This Is Your Life (NBC)	31.9
10.	Arthur Godfrey's Scouts (CBS)	31.8

Copyright 1954 by A. C. Nielsen Co.

★ ★ ★

LEADING show in the Videodex listing for Aug. 28-Sept. 3, remains NBC-TV's *Dragnet.* Complete listing as follows:

	Name of Program	No. of Cities	% Tv Homes
1.	Dragnet (NBC)	116	31.9
2.	Best of Groucho (NBC)	133	29.1
3.	Toast of the Town (CBS)	118	27.5
4.	Red Skelton (CBS)	129	24.7
5.	Tv Playhouse (Goodyear) (NBC)	109	24.4
	Stage Show (CBS)	92	24.4
6.	Ford Theater (NBC)	157	23.9
7.	Summer Theater (Westinghouse) (CBS)	83	23.3
8.	Talent Scouts (CBS)	61	23.0
9.	Public Defender (CBS)	128	22.2
10.	Kraft Tv Theater (Wed.) (NBC)	59	22.0

	Name of Program	No. of Cities	No. Tv Homes (000's)
1.	Dragnet (NBC)	116	11,079
2.	Best of Groucho (NBC)	133	10,054
3.	Toast of the Town (CBS)	118	9,216
4.	Ford Theater (NBC)	157	8,737
5.	Red Skelton (CBS)	129	8,618
6.	Tv Playhouse (Goodyear) (NBC)	109	8,318
7.	Stage Show (CBS)	92	7,971
8.	Public Defender (CBS)	128	7,824
9.	Summer Theater (Westinghouse) (CBS)	83	7,591
10.	Summer Comedy Hour (NBC)	115	7,480

Copyright by Videodex Inc.

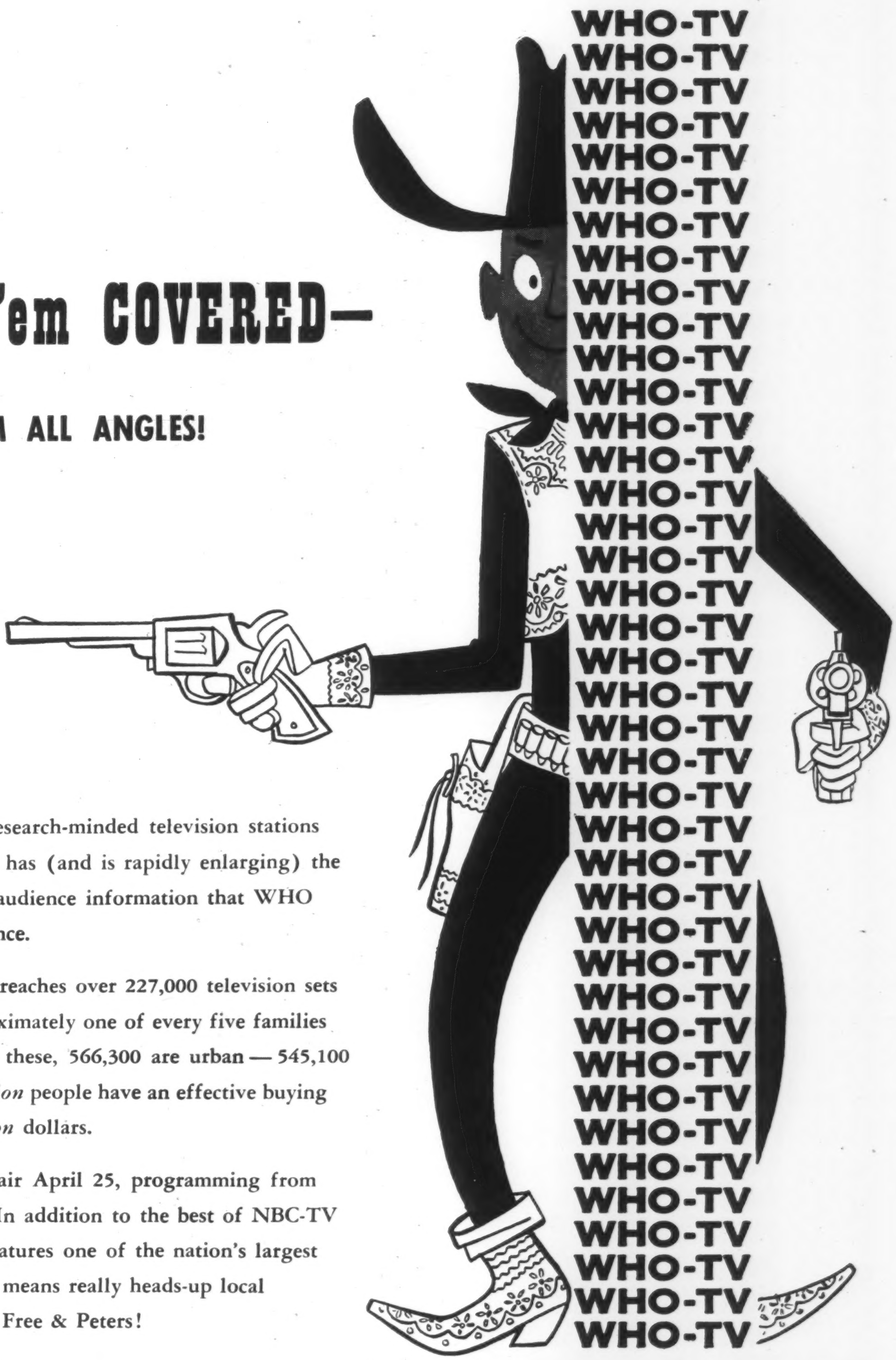
Aug. Cathode Tube Sales Up

SALES of cathode ray tv tubes in August totaled 855,191 units compared to 514,346 sold in July, according to Radio-Electronics-Tv Mfrs. Assn. August 1953 sales totaled 879,169 tubes, slightly above this year's figure. Eight-month cathode tube sales totaled 5,326,775 units compared to 6,710,440 last year.

Sales of receiving tubes totaled 35,167,272 in August compared to 24,208,512 in July. Eight-month total was 225,084,844 compared to 308,222,911 in the same 1953 period.

We got 'em COVERED—

FROM ALL ANGLES!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As one of the most research-minded television stations in the world, WHO-TV has (and is rapidly enlarging) the same reliable *television* audience information that WHO offers on its *radio* audience.

Briefly, WHO-TV now reaches over 227,000 television sets in central Iowa — approximately one of every five families (1,111,400 people). Of these, 566,300 are urban — 545,100 are rural. These 1.1 *million* people have an effective buying income of over 1.7 *billion* dollars.

WHO-TV went on the air April 25, programming from 6 a.m. to 12 midnight. In addition to the best of NBC-TV attractions, WHO-TV features one of the nation's largest local-talent staffs, which means really heads-up local programming, too. Ask Free & Peters!

WHO-TV

Channel 13 • Des Moines • NBC

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Free & Peters, Inc.
National Representatives

Census Bureau Begins Two New Surveys

Farm census questionnaires mailed out; business and industry report forms being readied. Answers should provide a reliable picture of nation's economy in mid-50s.

TWO separate Census Bureau projects, the farm census and a survey of business and industry, will provide a reliable picture of the nation's economy in the mid-50s.

The farm census will provide the first enumeration of tv sets on farms since television attained national stature as a medium [B•T, July 19]. Work of taking an inventory of the nation's 5.4 million farms got under way last week as questionnaires were mailed out and a crew of 34,000 workers began visiting farmers to help them fill out the forms.

Report forms, to be used in the 1954 Census of Business, Manufactures and Mineral Industries, were sent to the printer last week. They will be distributed early in 1955 to 2.5 million firms. Radio and tv stations and networks are not included in this count because figures on their operations are collected by the FCC.

Electronic manufacturing firms and producers of motion picture-television films will be covered by the business survey, the first since 1948. In general this census covers retail trade, wholesaling, and selected service trades such as personal, business and repair services, amusement places, all phases of the motion picture industry, hotels and motels.

Use Mail, Tax Returns

These firms will report on location, kind of business, form of organization, employment and payrolls, inventories, annual sales or receipts, and credit sales. The canvass will be done by mail for all firms having paid employes. Data on no-employe enterprises will be derived from Internal Revenue Service income tax returns.

Robert W. Burgess, Director of the Census, said emphasis will be placed on speed in collecting data and publication of results. He pointed out that "vigorous steps will be taken to assure that data most needed by businessmen and government for use in day-to-day operations will be released as soon as possible.

"Businessmen receiving questionnaires will be urged to complete their reports within 30 days after receipt of the report form."

Mr. Burgess said Secretary of Commerce Sinclair Weeks will send a message with the report forms, pointing out that the Census Bureau is dependent upon prompt and accurate reporting by businessmen to carry out its program for early publication of results.

The Census of Manufactures will follow previous surveys, emphasizing production of commodities, use of fuels and materials, value added by manufacture, employment and pay, inventories, power equipment and capital expenditures. The Bureau of Mines is cooperating in the survey of mineral industries.

The Census of Agriculture will provide businessmen with complete data about the nation's farms. Combined with the business, manufacturing and mineral enumerations, the Census Bureau will show how the needs of 163 million people are served by farmers, merchants, factory workers and miners.

A fund of $16 million is available for the farm tally, with $8,400,000 appropriated for the business-manufacturing-minerals enumeration. Additional appropriations will be sought next year to cover final collection of returns and their tabulation.

The last farm census was taken in 1950, based on 1949 conditions. The question on tv receivers will be asked on 20% of the questionnaires. This sample is deemed accurate by the bureau on a nationwide basis and should be accurate within 5% in the case of even the most isolated county. The tv set count will yield bench-mark figures that will be widely used by business and government.

Myers Joins ARB to Head New Service Dept. in N. Y.

MR. MYERS

LORIN S. MYERS, former tv promotion manager of Free & Peters, radio-tv station representatives, joins American Research Bureau Inc. Oct. 12 as head of the new advertiser service department. He will specialize in research problems of tv sponsors, according to James W. Seiler, ARB president.

Mr. Seiler said the new department was formed to meet an increasing demand by advertisers for tv audience data on a national and local basis. ARB issues two national reports each month and makes individual surveys in over 60 major markets. With Free & Peters two years, Mr. Myers had previously been with CBS-TV as sales research counsel and with the NBC tv and radio networks in a sales promotion role. He entered broadcasting in 1940 at WSB Atlanta and later served at WRC-WNBW (TV) Washington. The new ARB department will be headquartered at 551 Fifth Ave., New York. ARB's headquarters office is in the National Press Bldg., Washington.

BAB Brochure Relates Grocers' Use of Radio

A NEW two-color 12-page brochure titled "How Six Major Grocery Chains Use Radio" has been released by Broadcast Advertising Bureau, New York.

The report covers the number of stores in each chain, location, annual sales volume, type of radio used, and the length of time the broadcast medium has been employed in advertising campaigns. The brochure has been mailed to BAB's member stations and is available to advertisers and advertising agencies.

The grocery stores presentation is one in a series being prepared by BAB detailing the specific usage of radio in promotion plans of leading firms in particular categories.

Film Employes Wages Drop

DROP from an all-time high average weekly wage level for motion picture production workers, including tv film employes, from $132.20 during July, to $129.80 during August, was reported by the California State labor statistics bulletin last week. Despite lower August earnings, however, average weekly payroll still remains substantially over the August 1953 wage level of $116.16 weekly.

Hal Tunis Assoc. Formed With N. Y. Headquarters

FORMATION of Hal Tunis Assoc., radio-tv program production and packaging firm, was announced last week by Hal Tunis, who heads the firm. The firm also will deal with retail store promotion. Associated with Mr. Tunis are Albert Etter, merchandising executive who created the "treasure chest campaign," and Murray Terrick, former professional basketball star and sports expert. Offices are at 150 E. 35th St., New York.

'Attorney' Sales Hit 296

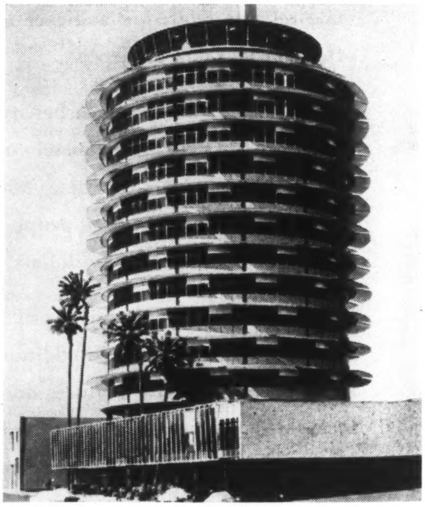
RECORD renewal rate has been established by the radio version of *Mr. District Attorney* with the sale of the series in 296 markets, according to Alvin E. Unger, vice president in charge of sales of Frederic W. Ziv Co. Among the advertisers signing for sponsorship this season are packing firms, banks, bakeries, appliance dealers, breweries, insurance companies, retailers and food producers.

Star of the radio series is David Brian, who also plays the lead in the tv version, a Ziv Television Programs Inc. property.

Tv for Tupelo Planned

COMMUNITY Tv system for Tupelo, Miss., will be built by Lancaster Corp., a Philadelphia holding company, and Jerrold Electronics Inc., community tv equipment manufacturer, it has been announced.

Birmingham, Ala., tv signals will be fed to Tupelo residents. Birmingham is 110 airmiles away. Provisions have already been made to carry necessary coaxial cables on existing poles of local electric and telephone utilities.



CURRENT quip in Hollywood is whether Capitol Records' new circular office building, pictured above, for which ground was broken last month, is set for 33 1/3, 45 or 78 rpm. Radio-tv executives and personalities, and civic and industrial leaders helped president Glenn E. Wallich start construction with ceremony. When completed, Capitol will occupy half of the building, with rest leased to outside business concerns.

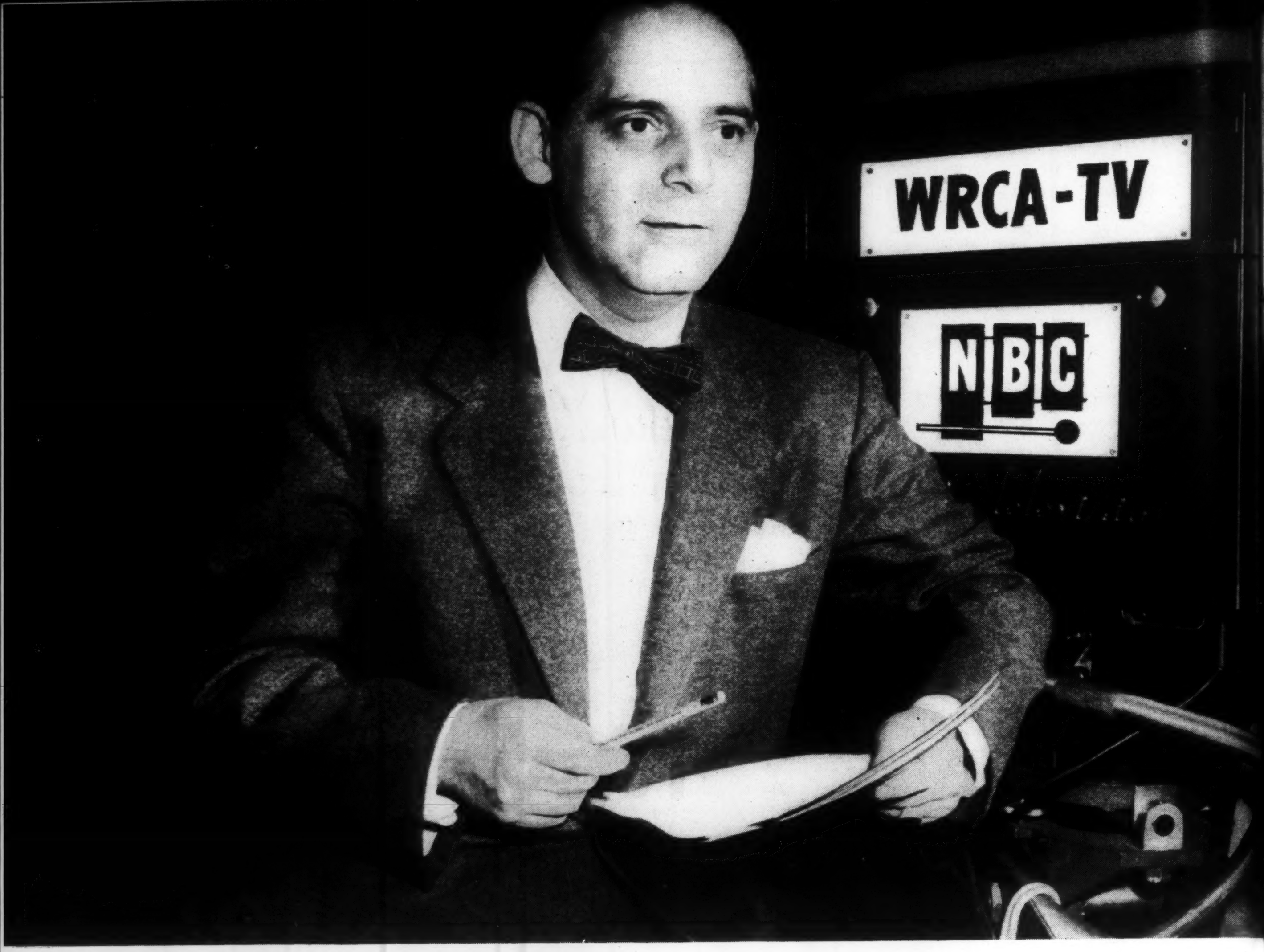
and now...NBC takes you to

NEW YORK

LOS ANGELES

and **WASHINGTON, D. C.**

NBC *radio and television*
a service of RCA



This is Ben Grauer reporting from New York . . .

as of October 18, the FCC has authorized **WNBC 660**

to change its call-letters to **WRCA 660**

and **WNBT** *channel* **4**

to change its call-letters to **WRCA-TV** *channel* **4**

Only the call-letters are changed. In New York,
radio advertising still sells best on 660. . .
television advertising still sells best on Channel 4.

and now to Los Angeles . . . . .

WRCA 660 · WRCA-TV CHANNEL 4 · REPRESENTED BY NBC SPOT SALES

NBC
KRCA channel 4
11th HOUR

This is Jack Latham reporting from Los Angeles . . .

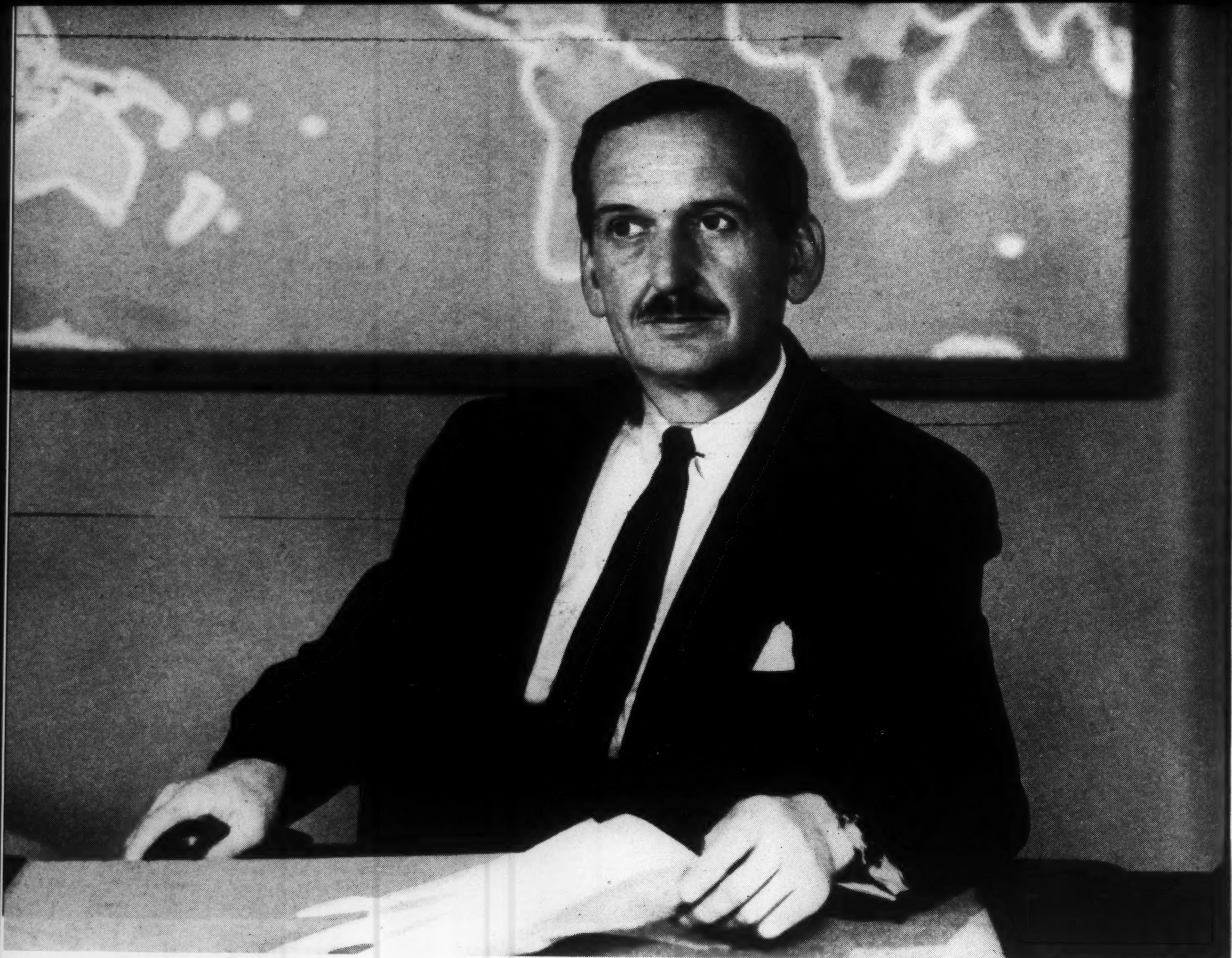
as of October 18, the FCC has authorized **KNBH** *channel* **4**

to change its call-letters to **KRCA** *channel* **4**

Only the call-letters are changed. In Los Angeles, television advertising still sells best on Channel 4.

and now to Washington, D. C. . . . .

KRCA CHANNEL 4 · REPRESENTED BY NBC SPOT SALES



This is Richard Harkness reporting from the Nation's Capital . . .

as of October 18, the FCC has authorized **WNBW** *channel* **4**

to change its call-letters to **WRC-TV** *channel* **4**

Only the call-letters are changed. In Washington, D. C., television advertising still sells best on Channel 4 . . . radio advertising still sells best on WRC-TV's sister station, WRC 980.

WRC-TV CHANNEL 4 · WRC 980

WRCA, WRCA-TV, KRCA, WRC-TV *a service of* RCA

REPRESENTED BY NBC **SPOT SALES**

NARTB DISTRICT MEETING ATTENDANCE SHOWS INCREASE AFTER EARLIER LAG

District 9 opens its sessions today at Lake Delavan, Wis., with District 11 slated to convene Thursday-Friday at Minneapolis.

ATTENDANCE at the NARTB district meeting circuit, now entering its sixth week, rose to the 1953 level last week after having lagged behind recent years.

The first nine meetings attracted 905 delegates compared to 910 last year in the same districts. Three districts have recorded heavy increases over 1953. They are District 4 (N. C., S. C., D. C., Va.), 119 compared to 88 last year; District 8 (Ind., Mich.), 80 compared to 69 and District 10 (Ia., Mo., Neb.), 132 as of noon Thursday compared to 98.

In some districts the total attendance has been less than that of meetings of individual state associations, though some of the state groups meet twice a year.

President Harold E. Fellows has told delegates at some of the current meetings that NARTB must consider possible revision of the district formula in view of the large number of meetings in the industry and the heavy travel demands on management [B•T, Sept. 27].

Last week meetings were held by District 8 at Detroit and District 10 at Omaha. District 9 (Ill., Wis.) meets today (Monday) at Lake Delavan, Wis., and District 11 (Minn., N. D., S. D.) meets Thursday-Friday at Minneapolis.

Total attendance at the nine meetings held thus far follows, with 1953 comparative figures:

Dist.	1954	1953
1	108	129
2	109	114
3	121	142
4	119	88
5	66	86
6	96	102
7	74	82
8	80	69
10	132	98
	——	——
	905	910

DISTRICT 8

GOVERNMENT supervision of radio and tv should be confined to the "mechanics of regulation," Sen. Homer Ferguson (R-Mich.), told NARTB District 8 (Ind., Mich.) at its Tuesday luncheon, held at the Sheraton-Cadillac, Detroit.

In 25 years of public service, Sen. Ferguson said, he has learned that "all wisdom does not lie in a public official." He contended freedom of thought and expression through free radio-tv and press are vital to survival of the Republic.

Sen. Ferguson called for elimination of long delays in FCC procedure, saying he was not satisfied "with the length of time it takes to get a grant or denial of a permit. Delay in justice is a denial of justice."

He encouraged radio and tv to comment "in those areas in which they agree and on those in which they do not agree" but cautioned that editorials should be plainly labeled. The United States can't survive without full knowledge of the facts, he continued, with radio and tv providing a means of access to those facts. He added that "how a man says a thing is often as important as what he says."

District Director Robert B. McConnell, WISH Indianapolis, presided as meetings opened Monday. He named the following to the Resolutions Committee: Robert D. Enoch, WXLW Indianapolis, chairman; Carl E. Lee, Fetzer Stations, and Milton L. Greenebaum, WSAM Saginaw.

Resolutions adopted by the delegates called for support of the NARTB radio and tv codes; opposed discriminatory legislation and censorship moves; called for amalgamation of industry meetings, and commended NARTB President Harold E. Fellows and his staff. Eighty delegates were registered, 10 above the 1953 figure.

Paul Adanti, WHEN-TV Syracuse, presided at the television panel. He urged management to use care in hiring and suggested NARTB form a committee to set up a set of standards of operating procedure. This committee would wrap up sound industry patterns into operating formulas covering personnel and work, how to hire, where to place, number of employes, and similar items.

The solution to all-industry management problems lies in all-industry action, he argued. On the tv panel were Joseph M. Higgins, WTHI-TV Terre Haute; William J. Edwards, WKNX-TV Saginaw; Edward G. Thoms, WKJG-TV Fort Wayne, and Edwin K. Wheeler, WWJ-TV Detroit.

Hosts at a cocktail party were these Detroit stations—WWJ, WXYZ, WJR, CKLW, WJBK, and WKMH.

R. Sanford Guyer, WMOA Marietta, Ohio, radio guest speaker, advocated small, well-paid staffs with experienced people. He suggested recruiting of young people from high school and college classes in radio-tv.

Salesmen should sell program and spot ideas of a tangible type, not just type or spots, he said, adding, "Instead of a 50-word spot, sell a dramatized 30-second presentation." He reminded that radio is spoken salesmanship and that most people spend three times as much time speaking as reading. He said announcers should "paint pictures in the listener's mind." He urged management to cut unnecessary costs such as over-staffing and unnecessary paper work.

"Don't depend on networks for revenue but for helpful programming to supplement your local programming," he said. He predicted radio will continue its upward trend in the local advertising picture and that it will always dominate the small- or medium-sized market.

DISTRICT 10:

PRESENT-DAY radio listeners are choosy, demanding good signals as well as good programming, NARTB District 10 delegates were told Thursday at the opening of two-day session in Omaha. Robert T. Mason, WMRN Marion, Ohio, guest radio speaker, listed factors to be considered in lessening effects of competition on local radio.

He added, however, that fringe-area listeners will tune a station even if the signal is weak, provided they are interested in the programs. Advocating high technical standards, he suggested the technical investment should equal depreciation.

Cheapness will not sell radio, he said, urging stations to study their rate cards with a view to increasing their rates. He said radio should have cleaned its house years ago, avoiding present vulnerability to attacks. He described the present FCC as "the best ever," suggesting stations can't alibi their shortcomings on unfair federal control. He advocated unity within the NARTB fold so the industry can present a solid front to attacks.

E. K. Hartenbower, KCMO Kansas City, presided at the meeting as district director, with 132 delegates registered at noon Thursday.

Paul Adanti, WHEN-TV Syracuse, was guest tv speaker (see District 8 story). FCC Comr. Robert T. Bartley was Friday luncheon speaker.

Named to the resolutions committee were John Alexander, KODY North Platte, chairman; Eugene T. Flaherty, KSCJ, KTVI (TV) Sioux City, and Barton Pitts, KFEQ-AM-TV St. Joseph.

RCA continued its district meeting custom of serving as breakfast coffee host with Joe Mullen and Walter Varnum in charge. Knights of Aksarben and Omaha broadcasters were hosts at receptions for delegates.

CAUGHT IN CORNER between sessions at District 8 meeting were (l to r) Lester W. Lindow, WFDF Flint; James G. Riddell, WXYZ Detroit; George Bolling, The Bolling Co.; William Knodel, Avery-Knodel, Chicago; Gayle Grubb, WJBK Detroit; Edwin K. Wheeler, WWJ Detroit, and Robert D. Enoch, WXLW Indianapolis.

CENTER of Dist. 8 conversation was W. J. Edwards (r), WKNX-TV Saginaw. Others (seated, l to r), J. J. Keenan, WSJV (TV) Elkhart, Ind.; Jan Gilbert, Bryan-Houston, N. Y.; Fred Knorr, WKMH Detroit; R. B. McConnell, WISH Indianapolis. Standing, C. E. Lee, Fetzer Stations; Worth Kramer, WJR Detroit; J. M. Higgins, WTHI Terre Haute.

GATHERED round the piano at NARTB District 7 meeting in Louisville were Allen L. Haid, WSPD-AM-TV Toledo, and Will Dougherty, WDOK Cleveland (seated), and these carolers (l to r): Tom Rogers, WCLT Newark; Gene Trace, WBBW Youngstown; Nate Lord, WAVE-AM-TV Louisville; Mrs. Robert O. Runnerstrom, and Robert O. Runnerstrom, WLOK-AM-TV Lima.

NARTB CONVENTION PLANNING STARTS

Special committee holds initial discussions on next year's Washington sessions.

PLANS to stage the 1955 NARTB Convention the week of May 22 in two Washington, D. C., hotels were considered Wednesday at a meeting of the association's convention committee. Co-chairmen of the committee are Henry B. Clay, KWKH Shreveport, La., Radio Board chairman, and Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman.

The committee inspected facilities of the Sheraton Park and Shoreham Hotels and drew up tentative allocation of display space in the Shoreham and dining space at the Sheraton Park. The hotels are located about a block apart in the Rock Creek Park-Connecticut Ave. section of Washington.

Another session will be held within a fortnight, when NARTB President Harold E. Fellows will interrupt his district meeting schedule to meet with the planning group.

Finance Group Setup

A finance subcommittee was formed with Messrs. Clay, McCollough and Kenyon Brown, KWFT Wichita Falls, Texas, as members. Mr. Brown was chairman of the 1954 Convention Committee. Named to an exhibition facilities subcommittee were Kenneth L. Carter, WAAM (TV) Baltimore; Frank M. Russell, NBC, and Ben Strouse, WWDC Washington. The finance subcommittee will handle arrangements for the banquet entertainment.

Attending the Wednesday meeting, besides those mentioned, were James H. Moore, WSLS Roanoke, Va.; Campbell Arnoux, WTAR-TV Norfolk, Va.; and these NARTB representatives—Robert K. Richards, public relations consultant to NARTB; C. E. Arney Jr., secretary-treasurer; Thad H. Brown Jr., tv vice president; A. Prose Walker, engineering manager, and William K. Treynor, station relations manager. Excused from attendance were John H. DeWitt Jr., WSM Nashville, who is liaison for the Broadcast Engineering Conference, and E. K. Hartenbower, KCMO Kansas City.

AIMS Meets in Ind. Today

THE Assn. of Independent Metropolitan Stations (AIMS) meets today (Monday) and tomorrow in French Lick, Ind., with sessions scheduled to run continuously from 9:30 a.m.-5 p.m. daily. The group, which meets at management level twice yearly to exchange ideas and experiences, has scheduled sessions on business, management, local sales management and promotion, programming and technical matters. Also on the agenda is a discussion on the movement to raise the power of class IV stations from 250 w to 1 kw.

Ohio AWRT Meets Oct. 22-24

NEWLY-ORGANIZED Ohio Chapter of American Women in Radio & Television will hold its first convention Oct. 22-24 at the Carter Hotel, Cleveland. Workshops will be held discussing "Your Selling Power," "Your Value to Your Station," "Building a Hooper" and "Personal Activities"; panelists will include Ohio station management executives, agency representatives and AWRT members.

Central Region AAAA Sets Oct. 14-15 Agenda

WORKSHOP panels on broadcast and printed media, radio-tv creative and production aspects of commercials and research will highlight the annual meeting of the AAAA Central Region in Chicago Oct. 14-15.

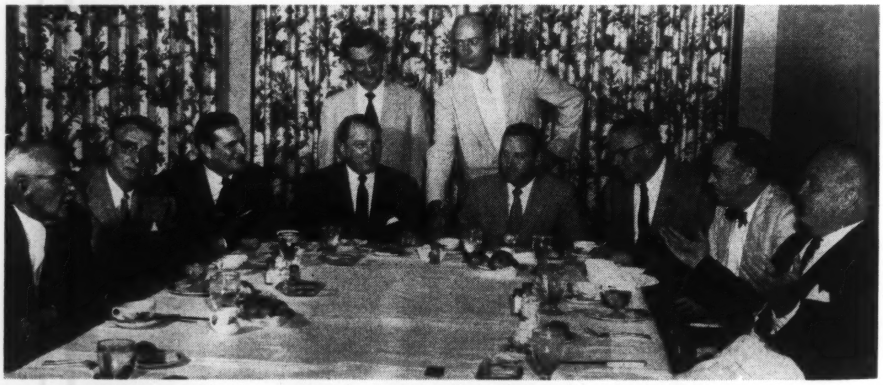
More than 40 speakers have been lined up for the two-day sessions at the Drake Hotel. Opening meetings Thursday will be devoted to management discussions, open only to agency personnel.

Slated to participate in Friday morning's media workshop are John Karol, CBS Radio vice president in charge of network sales. George H. Frey, NBC-TV vice president for sales, Vernon C. Myers, publisher, *Look*, and Walter C. Kurz, advertising manager, *Chicago Tribune*. Robert F. Hussey, vice president, Foote, Cone & Belding, will preside as chairman.

An afternoon panel on creative and production aspects of radio-tv commercials will be headed up by Alan Wallace, Needham, Louis & Brorby, Chicago. Speakers will include Nelson Winkless, NL&B, on "The Story of One Commercial"; Peter Cavallo, J. Walter Thompson, on "How To Evaluate Package Commercial Producers"; John B. Simpson, Foote, Cone & Belding, on "Experiments in Color," and Dr. Richard B. Lewis, San Jose State College, Calif.

Research will be explored from the agency and advertiser viewpoints on another workshop Friday, with Dr. Steuart H. Britt, vice president, Needham, Louis & Brorby, as moderator. Need for advertising research will be covered by Stuart D. Watson, advertising manager, S. C. Johnson & Son, while Lyndon O. Brown, vice president, Dancer-Fitzgerald-Sample, will discuss how it can be improved. Third speaker will be Hans Zeisel, U. of Chicago and formerly with McCann-Erickson.

Henry G. Little, president, Campbell-Ewald Co., Detroit, and vice chairman of the board of the AAAAs, will deliver the Friday luncheon address on the subject, "Do We Need a New Blueprint for Advertising." Fred Gamble, AAAA president, will kick off the closed Thursday session with a review of the "State of The Industry." Others to speak are Walther Buchen, The Buchen Co., Gordon Buck and Robert F. Carney, Foote, Cone & Belding, and Richard N. Heath, Leo Burnett Co.



"IT'S REALLY simple," says Frank M. Russell (right), NBC Washington, in discussing how the 1955 NARTB convention will be staged in two hotels. Attending the meeting of NARTB Convention Committee were (seated, l to r): C. E. Arney Jr., NARTB; Campbell Arnoux, WTAR-TV Norfolk, Va.; Kenyon Brown, KWFT Wichita Falls, Texas; Clair R. McCollough, Steinman Stations; Henry B. Clay, KWKH Shreveport, La.; Kenneth L. Carter, WAAM (TV) Baltimore; James H. Moore, WSLS Roanoke, Va.; Mr. Russell. Standing: William K. Treynor and A. Prose Walker, NARTB.

Edward E. Bishop
Vice President and General Manager
of Hampton Roads Broadcasting Corp.
Announces the appointment of
GILL-PERNA, Inc.
as their National Representatives with offices in: New York City, Chicago, Los Angeles, San Francisco

WGH

Your 2 market, 1 station BUY

in America's 25th market TIDEWATER VIRGINIA

NORFOLK - PORTSMOUTH - SUFFOLK - NEWPORT NEWS - WARWICK - HAMPTON

Miss HAMPTON
Miss WARWICK
Miss NEWPORT NEWS
Miss PORTSMOUTH
Miss NORFOLK
Miss SOUTH NORFOLK
Miss VIRGINIA BEACH

In America's 25th Market, WGH is the only network station serving Tidewater Va....

- with offices, studios and daily programs originating from Virginia's 1st and 3rd retail markets*
- that hasn't changed networks in 14 years. (one network changed TWICE in '54—three times last 12 months—another network changed in '53)
- that has local and National program stability
- with over 25 years of public service under the same top local management

* Source: SRDS
1st Market
Norfolk,
Portsmouth,
Suffolk
3rd Market
Newport News,
Hampton,
Warwick

for dependability . . . for acceptance . . . for results

WGH STILL ABC BASIC 5000 WATTS

in ALL Tidewater

Your 2 market, 1 station BUY

MARTB Puts Controls On Beer-Wine Messages

Group pledges to eliminate such 'dramatized' commercials. Knorr elected president of the Michigan group.

DECISION of Michigan telecasters to ban dramatized beer and wine commercials, described as the first instance of statewide tv program control, carries the approval of key legislators in the area.

The pledge to stop showing the actual consuming of beer and wine was signed Oct. 1 at a three-day meeting of the Michigan Assn. of Radio & Tv Broadcasters, held at St. Clair, Mich., with 127 registered delegates taking part.

It brought quick praise from Sen. Charles E. Potter (R-Mich.), chairman of the Senate Interstate Commerce communications subcommittee; Rep. Alvin M. Bentley (R-Mich.), part owner of WKNX-AM-TV Saginaw, and State Sen. George Higgins, chairman of the Michigan Senate Tv & Radio Code Study Committee.

The beer-wine action climaxed a state meeting in which Sen. Potter set forth his views on uhf, radio-tv editorializing, network programming and other key topics. Bill Power, advertising manager of Chevrolet Div. of General Motors, chided radio broadcasters for a defeatist attitude (see story page 29).

As explained by John Wismer, general manager of WHLS Port Huron, Mich., outgoing MARTB president, the self-imposed regulation covers animated figures or individuals shown in the act of drinking beer or wine, whether in commercials or dramatic programs. Effective date is Oct. 15, though most stations already have adopted the recommendation in practice, according to Mr. Wismer. It would not apply, of course, to network presentations. Some Michigan outlets have shied away from airing any beer or wine commercials during hours when school age children are awake, Mr. Wismer said.

Fred Knorr, WKMH Dearborn, was elected MARTB president. Carl E. Lee, WKZO-AM-TV Kalamazoo, was elected vice president, and Hugh A. Giesel, WBCM Bay City, secretary-treasurer. New directors elected were F. Sibley Moore, WJR Detroit; Russell J. Staffeld, WMIQ Iron Mountain; Howard H. Wolfe, WKNX Saginaw, and Mr. Lee. Stanley R. Pratt, WSOO Saulte Ste. Marie, was elected president of the Michigan AP Broadcasters Assn.

In the beer-wine action, tv broadcasters recalled that legislation to ban beer-wine commercials had been introduced last spring. It had been referred to Sen. Higgins' study committee. Sen. Higgins and Rep. Bentley took part in MARTB's panel discussion on self-regulation as opposed to censorship.

Rep. Bentley called the beer-wine pledge "a step in the right direction that might obviate the need for federal action." Sen. Potter said he was "proud" that telecasters in his state had been the first to adopt voluntary regulation of beer-wine commercials.

Sen. Potter said he feared the trend toward radio and tv editorializing might be leading broadcasters into the hands of those who want to control the industry. He contended such editorializing is not the same as newspaper editorializing and labeled the radio-tv version "a dangerous trend."

Color telecasting will be the normal rendition of the tv medium in two years, he said.

As to radio, Sen. Potter predicted it will "continue to be strong." He added, "Radio has nothing to fear from the television of today or tomorrow. Radio will always be the most universal and most accessible of media."

Sen. Potter said uhf is essential to television. "It is here to stay," he said. "Within a short time uhf will be operating successfully despite the present difficulties of some uhf stations."

Discussing the Bricker Bill (S 3456) to regulate networks, he said the Senate committee will hold hearings next year. "There is some discussion that networks be made available to all as AP was made available to some newspapers some years ago," he said. "I can see many dangers in that point of view. It constitutes government intervention in business and violates a concept of government in which I believe."

Kevin B. Sweeney, BAB president, discussed advantages of radio as an advertising medium. Richard P. Doherty, consultant, listed these three significant factors in radio since 1948—local revenue up 55%; network revenue down 40%; national spot up 37%. He said total radio has risen 19.6% since 1948 and predicted local time and programming sales along with national spot will continue to increase while network income continues to decline.

The association also protested high "privilege fees" for university athletic events, mainly football, and set up a committee to work with the U. of Michigan and Michigan State College. In a talk, Fritz Crisler, U. of Michigan athletic director, scored NCAA's controlled football tv program as neither practical nor salable, quoting the report that ABC-TV had lost heavy sum trying to sell it. He felt the Big Ten should adopt its own regional plan.

NEWLY-elected directors of Southern California Broadcasters Assn. are (l to r) Gene Lee, general manager, KFXM San Bernardino, from District 3; Marion Harris, general manager, KGB San Diego, District 4; Hal Brown, general manager, KBIS Bakersfield, District 2; and F. Robert Bauer, owner-manager, KDB Santa Barbara, District 1.

Wisconsinites Elect Peck New President

MR. PECK

HARRY D. PECK, vice president and general manager of WISN Milwaukee, was re-elected president of the Wisconsin Broadcasters Assn. at its annual business meeting in Milwaukee Tuesday.

The session was held at the Plankinton Hotel where members heard a luncheon address by Roger W. LeGrand, tv director of Cramer - Krasselt Co., Milwaukee. He talked on "What an Advertising Agency Expects From a Radio Station," stressing need for creative selling.

Other officers elected (or re-elected): Ben Hovell, WKOW Madison, vice president; Jerry Sill, WMIL Milwaukee, secretary, and Mig Figi, WAUX Waukesha, treasurer (re-elected). New board members: Mrs. Jeanne Donald, WTCH Shawano (one year term); Thomas R. Kelly, WRCO Richland Center (two years), and Don Wirth, WNAM Neenah-Menasha (three years).

In the only formal action taken, WBA adopted a resolution strongly opposing the Bryson liquor bill in Congress, and urged members to contact their representatives on Capitol Hill. Educational tv came up for spirited discussion, particularly the upcoming state referendum vote of whether Wisconsin should operate a tax-supported tv network.

OSU Ad Conference Plans Columbus Meeting Oct. 15

ELEVENTH annual Ohio State University advertising conference is set for Oct. 15 at the Deshler-Hilton Hotel in Columbus. Cooperative efforts of advertising and public relations groups in Cleveland have contributed greatly to the success of the series, according to conference chairman Dr. Kenneth Dameron,

Co-sponsors of the conference include: Clevland Advertising Club; Woman's Advertising Club of Cleveland; Cleveland Chapter of American Assn. of Advertising Agencies; Cleveland Chapter of Public Relations Society of America; Cleveland Chapter of American Marketing Assn. and Cleveland Chapter of National Industrial Advertisers. A committee which was established in March has made an effort to contact O.S.U. alumni engaged in advertising and selling, according to the university.

Fellows to Testify

NARTB President Harold E. Fellows will interrupt his tour of the association's district meetings to testify on behalf of the broadcasting industry at the Senate Juvenile Delinquency Subcommittee's hearings next week on television programming for children.

Mr. Fellows said he has accepted an invitation to speak at 2 p.m. Oct. 20, and that Ralph Hardy, NARTB government relations vice president, will take his place at the District 11 (Spokane) meeting Oct. 18-19. The NARTB president will resume the tour Oct. 21-22.

The Senate group, headed by Sen. Robert C. Hendrickson (R-N. J.), holds hearings in Washington Oct. 19-20 to determine the effect of "crime" and "horror" television programming on youngsters.

SEND FOR "THE INSIDE STORY" OF SYRACUSE

For some time we have felt that a more precise investigation of the Syracuse market was needed. In "The Inside Story" we have tried to present an accurate basis for determining radio audience habits. These include starting and quitting times of industrial workers, population figures including labor force, automobiles, telephones and monthly sales percentages for gasoline, beer, etc.

We offer this as an objective study. Send for your free copy today.

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Kentuckians to Hear Morris, Flanagan, Others

BROADCAST problems ranging from federal regulation to sales and remote operation of transmitters will be taken up Oct. 20-21 by Kentucky Broadcasters Assn., meeting at Cumberland Falls State Park. Mike Layman, WSFC Somerset, is KBA president.

Mary Jane Morris, FCC Secretary, will take part in a "bull session" the first afternoon. Banquet speaker will be T. F. Flanagan, managing director of Station Representatives Assn. A. Prose Walker, manager, NARTB Engineering Dept., will speak at the opening luncheon, discussing Conelrad as well as remote operation of directional stations and high power. F. Ernest Lackey, NARTB District 7 director, will address the luncheon on the second day. Election of officers will conclude the meeting.

Edmond H. Smith Jr. Named Head of N. C. AP Group

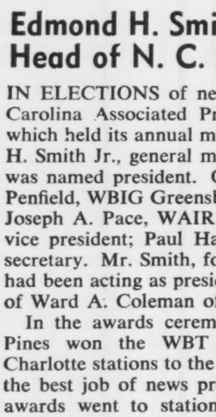
IN ELECTIONS of new officers of the North Carolina Associated Press Broadcasters Assn., which held its annual meeting Sept. 28, Edmond H. Smith Jr., general manager, WIRC Hickory, was named president. Others officers are: Add Penfield, WBIG Greensboro, first vice president; Joseph A. Pace, WAIR Winston-Salem, second vice president; Paul Hansell, AP in Charlotte, secretary. Mr. Smith, formerly a vice president, had been acting as president following the death of Ward A. Coleman of WENC Whiteville.

In the awards ceremonies, WEEB Southern Pines won the WBT Cup donated by the Charlotte stations to the outlet in the state doing the best job of news protection for AP. Other awards went to stations and individuals who were winners in the association's annual contest for excellence in news broadcasting.

The meeting was marred by the sudden collapse of novelist James Street after he had presented awards at the association's banquet. He died at a hospital shortly afterward.

King Joins NARTB

ALVIN KING, recently head of Al King Adv. Agency, Clayton, Mo., has joined the NARTB Station Relations Dept. under William K. Treynor, manager. A St. Louis native, he spent 13 years in radio, tv and films, and had been vice president - commercial manager of KSTM-TV St. Louis as well as sales manager of KFMB-TV San Diego, Calif. He was with the Capitol Records broadcast division at one time.



MR. KING

Phila. AWRT To Be Host

PHILADELPHIA chapter of American Women in Radio & Television will be host to Pennsylvania members at the annual state meeting, to be held at the Warwick Hotel there, Oct. 15-17. Dolly Banks, WHAT Philadelphia, is president of the chapter and Margaret Mary Kearney, educational director for WCAU-AM-TV same city, is convention chairman. Alma Cramer of WARD Johnstown and AWRT state chairman, will officiate at the business meeting.

STATE OFFICERS for the newly organized Sooner (Oklahoma) Chapter of American Women in Radio & Television are (l to r): seated, Saidie Adwon, account executive at KTUL Tulsa, named regional vice president for the Tulsa area; Montez Tjaden, promotion manager for KWTV (TV)-KOMA Oklahoma City, elected state president; Prissy Thomas, public service director, WKY-AM-TV Oklahoma City, area vice president for Oklahoma City; standing, Betty Harrell and Lee Burgess, KWTV continuity writers, assistant secretary and treasurer, respectively, and Rusty Kirk, program director, KAKC Tulsa, state secretary.

Best Heads S. C. AP Group

FRANK BEST, WDIX Orangeburg, S. C., was elected president of South Carolina Associated Press Broadcasters Assn. at the annual meeting Sept. 30 in Columbia.

Other officers elected were T. Douglas Youngblood, WFIG Sumter, vice president; Randy Davidson, WAKN Aiken and Norvin Duncan, WFBC-TV Greenville, directors, and Paul Hansell, AP in Charlotte, N. C., secretary. At the same time, 13 radio newsmen were presented awards for excellence in news broadcasting, and WAGS Bishopville won a special award for providing AP with the best local news coverage there. Awards were presented by Lt. Gov. George Bell Timmerman Jr.

RTNDA Schedules Mickelson

PRINCIPAL speaker at the banquet during the annual convention of the Radio-Television News Directors Assn. Nov. 18-20 in Chicago will be Sig Mickelson, CBS vice president for radio-tv and former RTNDA president.

Russ Van Dyke of KRNT and vice president-convention chairman of RTNDA pointed out that with the exception of few major addresses by prominent government and industry spokesmen, among whom will be Gen. Benjamin Wiley Chidlaw of the U. S. Air Force, many of the sessions will be slanted to a "shirt sleeve" approach to basic problems of the nation's radio-tv newsmen.

Gerbic Elected to ANA Post

ASSN. of National Advertisers' board of directors has elected Edward G. Gerbic vice chairman of the organization to fill out the unexpired term of Guy Berghoff, who has resigned. Mr. Gerbic, formerly treasurer of ANA, is vice president of Johnson & Johnson. He will serve as vice chairman until ANA's annual meeting in November, at which time new officers will be elected.

Stations Remiss in Seeking L. A. Industrial Sales—Teague

NO radio station representative has ever called on any member of the Los Angeles Industrial Advertisers Assn., Vince Teague, advertising manager of the Fluor Corp. there, and LAIAA president, told a Southern California Broadcasters Assn. meeting in Hollywood last month.

As a result, no LAIAA member firm currently uses radio in its advertising, Mr. Teague, a member of a three-man panel discussing broadcasting as an industrial advertising medium, told the broadcasters.

However, both Walton Brown, advertising manager of Northrop Aircraft Inc., and John O'Connor, Southern California manager of Associated Products Co. (Sackrete ready-mixed concrete), told of successful radio use in the industrial field. Northrop recruits skilled labor through broadcasting, Mr. Brown said, while Mr. O'Connor found radio "most effective" in advertising Sackrete.

AFA Dist. 10 Elects Horner

BERT HORNER, president of Bert Horner & Assoc., Oklahoma City, was elected governor of the 10th district of the Advertising Federation of America, at the district's convention at San Antonio, Tex. Other officers elected were Garydon Smart, first lieutenant governor; Frank McGowan, second lieutenant governor, and Tom McHale, executive secretary. Delegates also selected Oklahoma City as the site for their 1955 convention.

SCBA Sets 'Whingding'

ANNUAL "Whingding" stag party of Southern California Broadcasters Assn. will be held at Inglewood Country Club Oct. 27, with broadcasting industry and agency personnel promised a day of golf, a steak dinner and a social evening by SCBA. Reservations can be made through the association's office in Hollywood.

new sales force

This week Portland's first-ranking television station and television's first-ranking spot representatives join together to give advertisers new sales force in the Pacific Northwest.

Beginning October 15, CBS Television Spot Sales is national spot sales representative for KOIN-TV, Portland, Oregon.

KOIN-TV, with 100,000 watts on Channel 6 and the highest antenna in the Pacific Northwest, blankets 35,000 square miles in 30 Oregon and Southwest Washington counties. And with its powerful combination of top CBS Television network and regional programming, *KOIN-TV delivers the market's largest audiences, daytime and nighttime, month after month.*

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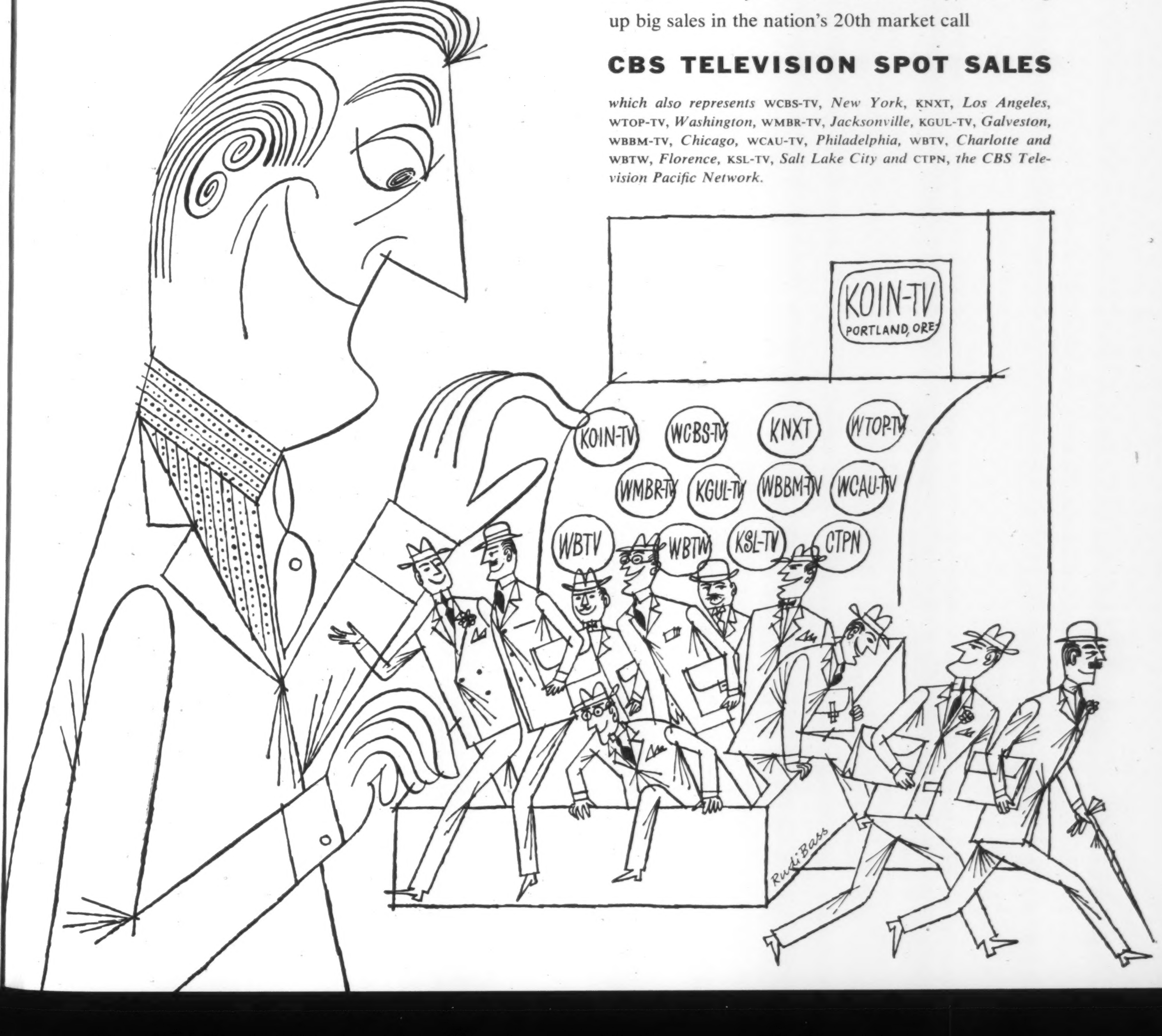
which also represents WCBS-TV, *New York,* KNXT, *Los Angeles,* WTOP-TV, *Washington,* WMBR-TV, *Jacksonville,* KGUL-TV, *Galveston,* WBBM-TV, *Chicago,* WCAU-TV, *Philadelphia,* WBTV, *Charlotte and* WBTW, *Florence,* KSL-TV, *Salt Lake City and* CTPN, *the CBS Television Pacific Network.*



WITNESS SAYS LAMB FAVORED RED COMMUNICATIONS GRAB

Charges of attempted bribery, a hotel-room 'liaison' and alleged pro-Communist statements by Edward Lamb feature testimony of a 50-year-old divorcee who claims to have been Red in 30s.

A MIDDLE-AGED divorcee and onetime Communist testified last week that in 1936—during trysts in a Columbus, Ohio, bar and hotel room—Edward Lamb told her he believed in a Communist revolution which would require seizure of U. S. communications.

She added that she was testifying despite an offer of a $50,000 bribe to keep quiet.

She said she was once the "guest" of Mr. Lamb at the Chittenden Hotel in Columbus. Married and divorced three times, the witness recalled "it was my first act of infidelity and resulted indirectly in my [first] divorce."

But it was at one of several rendezvous at the Purple Cow, a Columbus cocktail lounge—that Mr. Lamb spoke of the revolution, she testified. He told her that "only through revolution could the intolerable living conditions of the oppressed masses be alleviated," she said.

To bring about a revolution in the U. S., the witness quoted him as saying, would require first the "seizure and control of the communications," followed by seizure of transportation and "insurrection in the armed forces."

The witness was Mrs. Marie Natvig, 50, who says she is now a Miami Beach public relations counsel, but in 1935-37 was a Communist Party member in Ohio. She was the seventh witness to be called by the FCC Broadcast Bureau in the hearing into the license renewal of Mr. Lamb's WICU (TV) Erie, Pa.

At issue in the case is whether Mr. Lamb falsely represented himself when he told the FCC he never had Communist associations—ties he continues to deny. In his newspaper, the *Erie Dispatch,* and in personal conversations Mr. Lamb has repeatedly termed the FCC case a political frame-up. The hearing began Sept. 15 before FCC Examiner Herbert Sharfman [B•T, Sept. 20 *et seq*].

Bribe Attempt Alleged

It was under cross-examination by counsel for Mr. Lamb that Mrs. Natvig described the alleged bribe attempt. A tall, thin man by the name of Milling Underwood offered her a bribe of $50,000 a fortnight ago to "dress up" her testimony or not to testify at all, she said. The man did not say who sent him, she said, but he suggested she "might like to go to Mexico" instead of returning to Miami Beach.

Counsel for Mr. Lamb challenged the mental competency of the witness. Mrs. Natvig replied that she had never been under treatment for any mental disorder, and she volunteered to subject herself to psychiatric examination to prove her competency to testify.

Earlier in the week, Louis Francis Budenz, former managing editor of the Communist *Daily Worker* and now professor at Fordham U., testified Mr. Lamb "kindly defended me in the Auto-Lite strike" in May 1934. "I was arrested for leading the picket line," he recalled.

Mr. Budenz recalled he met Mr. Lamb in 1942 at Cleveland or Toledo in connection with an International Labor Defense meeting, the purpose of which was to work out a defense of the Communist Party in the U. S. during the period of the Hitler-Stalin pact. He said the party was under a "legal cloud" and was opposing President Roosevelt and instituting strikes against defense production. The witness described ILD as "the legal and defense arm of the Communist Party."

It was noted an earlier witness had testified Mr. Lamb was a member of the ILD legal advisory committee, to which Russell Morton Brown, attorney for Mr. Lamb, replied, "If lawyers had to answer for all of the sins of their clients, it would be a dangerous profession."

While Mr. Budenz was on the stand, FCC counsel attempted to introduce copies of articles from the *Daily Worker* said to contain Mr. Lamb's name, but these were blocked by the examiner as "hearsay" after protest by Mr. Brown. Mr. Budenz is to return later for cross-examination.

On Wednesday morning under direct examination, Mrs. Natvig testified the first time she saw Mr. Lamb was at an Ohio state Communist Party conference in Columbus in early 1936. Held at the Chittenden Hotel, the meeting included a statement by Mr. Lamb about the proposed charter and by-laws of the National Lawyers Guild, Mrs. Natvig said.

MARIE NATVIG, confessed ex-Communist, accompanied by FCC attorney Thomas Fitzpatrick, enters hearing room to testify.

"He explained in detail how it was necessary for the Communist Party to have a legal arm to use in civil defense and international labor defense and stressed the importance of it," she related. The witness said there was "a good deal of discussion which was concerned primarily with the phraseology which the capitalist press had identified as being phraseology employed by the Communists."

"Comrade Lamb" was among those who led in the discussion, Mrs. Natvig said.

"Now wait," the examiner interposed at the use of the word "comrade."

"That is perfectly all right," Mr. Brown said. "I am delighted to have that kind of phraseology from this witness."

Mrs. Natvig said she got acquainted with Mr. Lamb after this meeting while having cocktails at the Purple Cow. She said she gave him her phone number.

At a second meeting of the party at the Chittenden Hotel several weeks later, Mrs. Natvig recalled that Mr. Lamb read an "amended" paper "containing the Communist advocated version of the aims and purposes, the charter and the by-laws of the proposed National Lawyers Guild . . . and this time he stressed the fact that the lawyer Communists were to interest the non-Communist members of the legal profession in the organization of the National Lawyers Guild."

Again at the Purple Cow after this second meeting, Mrs. Natvig said Mr. Lamb "called attention to the fact that I had done some public questioning at the meeting and he pointed out to me that since I was still a dilettante in the Communist Party and didn't know as much, perhaps, as I should, that it would be better for me not to question in public as that might be implied criticism of the party line, which, of course, was always dangerous, and that if I had any questions that he would be very happy to answer them.

"I did have a question. I said that I realized that the social and economic reforms that were advocated by the Communist Party could not be brought about by legislation, but through revolution, and that although I went along with the idea, I was selfish enough to wonder what was going to happen to my own family in case of a revolution, and Comrade Lamb pointed out that since my family were capitalists, that they would be treated as such, but that since I was a member of the Communist Party, I might be in a position to help them."

Comes the 'Revolution'

Asked by Commission counsel if Mr. Lamb stated whether he "opposed or favored the Communist doctrine of revolution," the witness replied, "Oh, he was definitely in favor of it."

"Excuse me," Mr. Brown interjected. "I just want to be sure I transcribe these immortal phrases."

"Yes," the examiner said. "What did Mr. Lamb say?"

"He was in favor of it," Mrs. Natvig replied. "He told me how revolution could come about in the United States. He pointed out that there would first have to be seizure and control of the communications, and then have transportation along with insurrection in the armed forces, and that only through revolution could the intolerable living conditions of the oppressed masses be alleviated."

A few more weeks passed and a third meeting was held in Columbus, the witness testified, at which Mr. Lamb reported on the "finished charter and by-laws that the Communist Party advocated, and which they were instructed to adopt at the coming organizational meeting of the National Lawyers Guild."

Asked by FCC counsel what happened after the meeting, Mrs. Natvig said, "We once again went to the Purple Cow for cocktails."

"Who is 'we'?"

"Edward Lamb and I, and some of the others. That was the usual procedure."

"This was just you and Ed Lamb?"

"We sat alone at the table, yes."

"Did you have a discussion with Mr. Lamb?"

"Yes. He pulled a map out of his pocket. It was a large white map of the world, with the countries separated by a thin black line, and I remember that the U.S.S.R. and the Far East were colored in pink, and he narrated how the European countries, because they were so dependent on their colonies in Asia and Africa, where their loss would be economic depletion, and that it would not be difficult to enroll them under the hammer and sickle, and it was for

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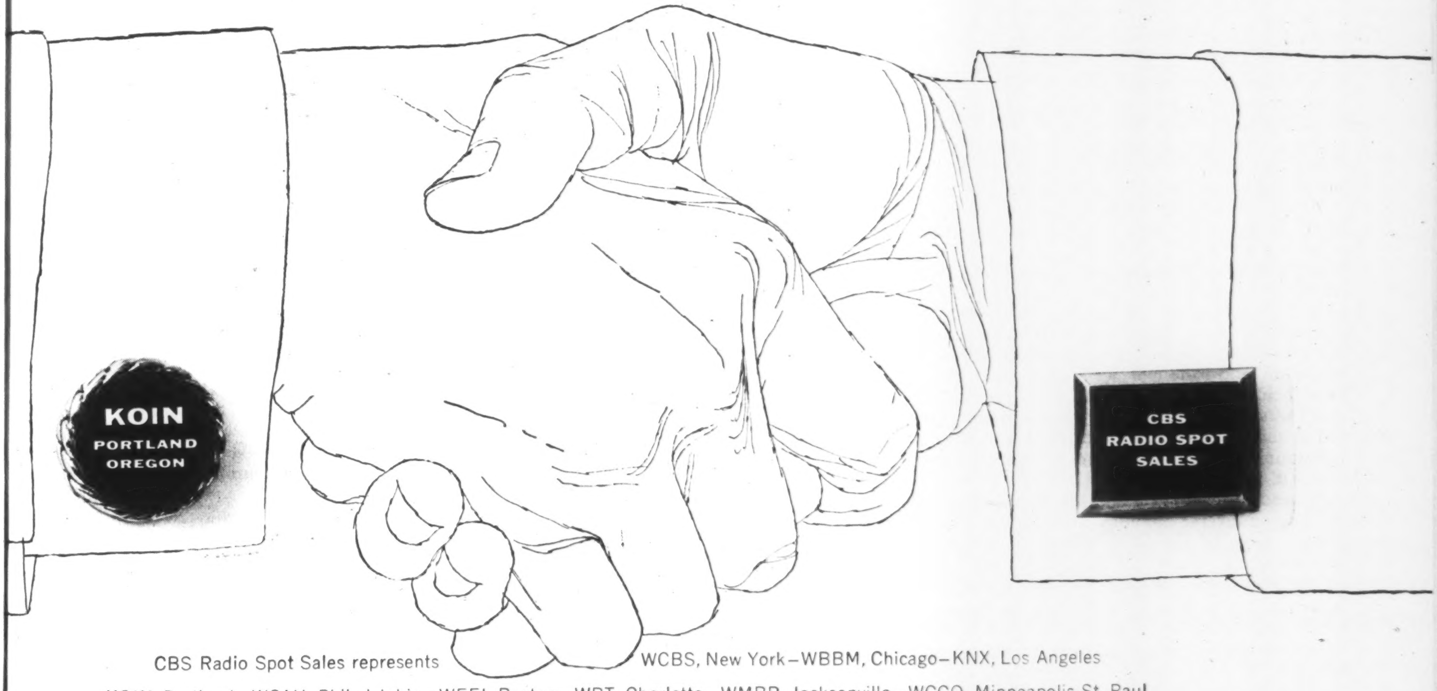

CBS Radio Spot Sales represents WCBS, New York–WBBM, Chicago–KNX, Los Angeles
KOIN, Portland–WCAU, Philadelphia–WEEI, Boston–WBT, Charlotte–WMBR, Jacksonville–WCCO, Minneapolis-St. Paul
WRVA, Richmond–KMOX, St. Louis–KSL, Salt Lake City–KCBS, San Francisco–WTOP, Washington
Columbia Pacific Radio Network–Bonneville Radio Network

'Professional Witnesses'

EDWARD LAMB in the "Publisher's Notebook" column in the Oct. 3 issue of his *Erie Dispatch,* writes of the FCC hearing: "The professional witnesses who have been paraded across the headlines in an attempt to smear me, will some day have to explain to other government agencies. They'll even have to bring along the scripts prepared for them by the folks assigned to get me. The professional witnesses hired for the job include perjurers, bigamists, 'queers,' convicted gangsters and murderers. Is it from such characters that the FCC threatens or attacks decent citizens?" The column was published before the appearance of Mrs. Marie Natvig.

that reason that the U.S.S.R. was starting, or was attempting to first Sovietize the colonial possessions of the European countries, but that although there would be little wars throughout the world, hot and cold wars, that they would simply be a red herring; that the ultimate strategy of the U.S.S.R. was to Sovietize the Far East, and that at the same time, through a good neighbor policy in Latin and South America, and the infiltration of American Communists there, that the United States would be completely surrounded by satellites of the Soviet, and with an internal revolution in the United States, that there would be international Communism."

Examiner Sharfman asked, "Did he use the phrase 'cold war'?"

"Yes, he used both the phrases cold and hot wars," the witness replied.

"I see. I was wondering about when that phrase was popularized," the examiner observed.

After cocktails, Mrs. Natvig testified, Mr. Lamb drove her to catch her train to Cleveland and when she got home she discovered she had left her coat in Mr. Lamb's car.

"The next day I called him at his office in Toledo," she related, "and he was not in. So I wrote asking him to please return my coat as I needed it and he returned the coat, but he also wrote me a letter explaining that by the time I received the letter, I would already have had the coat, and there was a subtle scold in the letter because I communicated with his office and his secretary read the letter."

Asked how she happened to appear for testimony in the case, Mrs. Natvig said she had seen two or three newspaper articles "to the effect that Edward Lamb had applied for a renewal of his license on a radio station in Erie, and that that was subject to inspection or examination since there was some evidence to the effect that he had had some Communist affiliation, and I thought, well, certainly it won't be difficult to identify Lamb as a Communist, and I wasn't going to stick my neck out, because I had had no association with the party or any Communists since 1937 and so did nothing about it.

"I read in Drew Pearson's column that there were some diverse opinions, and suddenly I got a flash back of the conversations I had with him about the control of communications, and so far as I knew, he was still the moderately successful attorney as I knew him in 1936 or 1937, and I thought immediately that he has been planted in communications by the Communists. So I picked up the phone and called the FBI and said that I have definite knowledge that Edward Lamb is a Communist because I was one."

Mrs. Natvig said she subsequently was asked to testify but at first she was "extremely reluctant" to do so after being out of the party 18 years. She said her conscience bothered her so she consented. Mrs. Natvig said she spoke Sept. 29 to John Riley of the Justice Dept. and on Sept. 30 appeared before a federal grand jury in Washington.

Under cross-examination Thursday, Mrs. Natvig admitted she was Mr. Lamb's "guest" at the Chittenden Hotel in Columbus on one occasion in 1936 and she assumed he paid the bill because it was planned that way in "advance."

"Were you Mr. Lamb's sweetheart at this time?" Mr. Brown asked.

"I don't know . . . Let us say it was simply a liaison."

"Casual?"

"Yes."

"You had many such?"

"That is being impertinent."

Instructed by the examiner to answer, Mrs. Natvig said, "Well, if Mr. Brown wants to raise his blood pressure, why doesn't he read Dr. Kinsey or *True Stories?* I am not going to help him."

Under questioning by the Lamb counsel, Mrs. Natvig said she had been arrested in New York about 1929 but didn't remember the charge. She said the case involved mistaken identity and was dismissed.

"Were you charged with soliciting men for immoral purposes?" Mr. Brown asked.

"Of course not," she shot back, "you say anything like that again . . . I'll crack you one."

Asked later if she ever had been arrested for soliciting, she shouted "No, No, No, No!"

Questions Are Protested

When FCC counsel protested the improper questioning, the examiner instructed the witness she could claim privilege against answering any question that she felt might tend to degrade her.

"My answer isn't degrading. The question is," Mrs. Natvig said.

On Thursday afternon, Mrs. Natvig told Mr. Brown a tall, thin man who identified himself as Milling Underwood offered her $50,000 on Sept. 24 at the Harrington Hotel in Washington if she would "dress up" her testimony or not testify in the Lamb case. She said the man started with an offer of $10,000, then went up to $50,000 and "would have gone further."

Mrs. Natvig said she interrupted the conversation and called FCC officials and the FBI.

The witness said Mr. Underwood "showed no money" but suggested she could get it "if I met certain requirements." Mrs. Natvig said the man did not say who sent him but apparently knew what she would testify about, although she had discussed her testimony only with the FCC and the FBI.

Liquor Adv. Referendum Planned for Wash. State

VOTERS in the State of Washington this fall will decide on an initiative and referendum proposal to prohibit liquor advertising on television between 8 a.m. and 10 p.m.

The proposal was ordered to be put on the Nov. 2 election ballot by Secretary of State Earl Coe, Seattle, after its initiation by the Washington Temperance Assn., an affiliate of the National Temperance League, and represented by some 20 to 25 Protestant Church denominations.

Mr. Coe earlier had questioned the legality of the petition, but it was ruled valid by the Superior Court of Thurston County. Wording of the ballot proposal refers to protection of "the public generally and minors particularly."

STATION REPORTS ON BEER, WINE LAG

Less than a third of radio-tv stations polled by NARTB have returned usable questionnaire —not enough for report to be given Congress.

DEADLINE of today (Monday) set by NARTB for return of the 2,800 station questionnaires on beer and wine advertising data had resulted in only 870 properly-answered replies by late last week, Robert K. Richards, NARTB public relations consultant, reported.

Mr. Richards said that although 1,300 forms had been returned to NARTB, only 870 were filled out according to instructions.

Most of the balance of 430, he said, were returned incomplete by broadcasters who do not carry beer and wine commercials. These have been sent back to the respective stations for more complete information, he said.

The NARTB questionnaire, Mr. Richards explained, requests that radio-tv broadcasters submit information on total time, number of commercials and number of programs, including public service announcements and programming, for a specific week between Sept. 1, 1953, and Aug. 31, 1954. This information is needed whether or not a station carried beer and wine commercials and programming, since the NARTB research department must compare total time, commercials and programs with those devoted to beer and wine.

The information is being sought for a reply by the industry to a mandate by the House Commerce Committee asking data on the amount of beer and wine advertising on radio and television. The House group requested the information in a report issued in lieu of reporting for floor action the controversial Bryson Bill to prohibit liquor advertising.

Mr. Richards said the NARTB, concerned at the unsatisfactory number of replies to the questionnaires, mailed a follow-up letter Oct. 1.

VOLUNTARY CONTROL

Meanwhile, other activities were afoot last week as a result of the furor created by the House Commerce Committee report. The Michigan Assn. of Radio-Tv Broadcasters adopted a resolution that its member tv stations would omit local and spot beer and wine commercials showing the product being consumed (see story, page 42), and WNHC-TV New Haven, Conn., served notice to its national representative, The Katz Agency, New York, that after Dec. 31 it no longer would accept alcoholic beverage commercials in which the product is shown being used.

Edward C. Obrist, WNHC-TV manager, said his station believes there are "reasonable grounds for criticism when teen-agers are exposed to scenes depicting the pleasures and satisfactions of consuming alcoholic beverages." WNHC-TV added: ". . . We contend that these products can be sold via television effectively without such demonstrations. . . ."

The drys were taking advantage of the tenor of the House Commerce Committee report with articles such as one which appeared in the September *American Issue,* monthly organ of the National Temperance League. The article quoted ABC President Robert Kintner as telling the U. S. Brewers Foundation at its convention last January that the radio-tv network is "a willing servant of the beer industry" and that the electronic media have helped to make beer the "family drink" of Americans.

To a TV program director who's tearing his hair

CONNIE HAINES

TEX RITTER

SARAH VAUGHAN

MEL TORME

You can save your hair and save money too, with Studio Telescriptions. For the Studio Telescription Library gives you a complete programming service.

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CHAIRMAN'S FIRST DAY

GEORGE C. McCONNAUGHEY, lawyer and public official of extensive experience, completed his first week as new FCC Chairman in surroundings familiar to his fellow Commissioners—hearings, charges and counter-charges, grants and denials.

Chairman McConnaughey reported to his post Monday noon after receiving his Commission and taking the oath of office at the White House. His first official act was to greet newsmen, a task he performed with ease while adroitly parrying pointed queries.

The oath was administered at 10:30 a.m. in the Cabinet Room by Supreme Court Justice Harold H. Burton, an Ohio friend of long standing. Standing with him at the ceremony as representative of President Eisenhower was Bernard M. Shanley, counsel to the President, who was in Denver.

The six other FCC members witnessed the ceremony. Afterward he was greeted by retiring Chairman Rosel Hyde, who commented that the maneuverings of newsreel and still photographers "were the worst part of these ceremonies." The Commissioners chatted in-

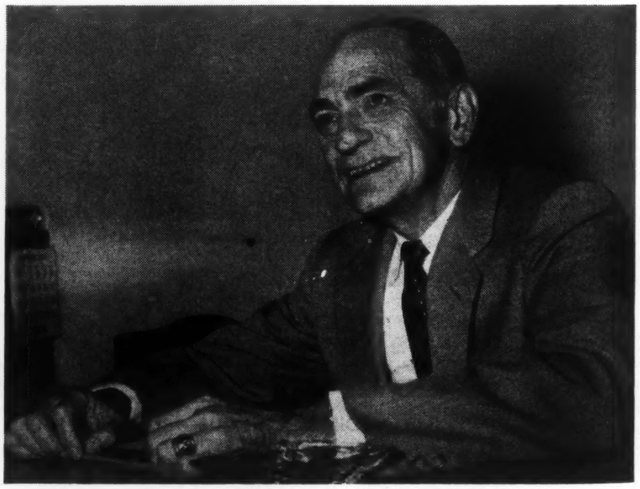
(Text continued on page 52)

George C. McConnaughey (r) takes oath as FCC chairman, administered by Supreme Court Justice Harold Burton (l) as Presidential Assistant Bernard M. Shanley watches.

Mr. McConnaughey is congratulated by Former Chairman Rosel H. Hyde and other FCC Commissioners (l to r) Frieda B. Hennock, Robert T. Bartley, Edward M. Webster, John C. Doerfer and Robert E. Lee.

Mr. McConnaughey poses with wife after swearing-in ceremony.

New chairman holds first news conference in office.

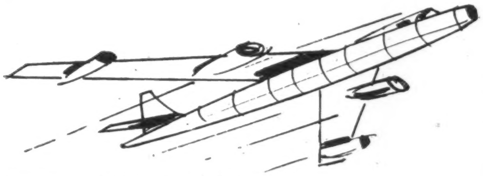


Here he sits for first portrait at chairman's desk.

William P. Lear

Thirty-fourth winner of
The Robert J. Collier Trophy and
Chairman of the Board, Lear, Inc., says:

"Grand Rapids will always be the main production center for Lear. We located here in the first place because of the people — honest, down-to-earth Americans who make Grand Rapids one of the finest cities in the world. Our experience, since we came here in 1944, has been excellent."

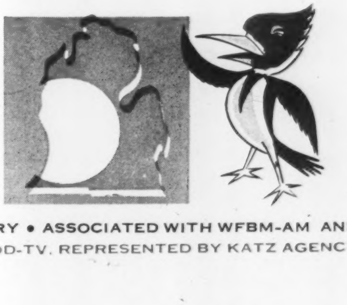


GRAND RAPIDS
CITY . LIMIT

WOODland-TV is big territory!

Big territory, certainly — but what counts most is the people. Industrialist-inventor Bill Lear has demonstrated his faith in these people — and in the future of the area as a whole. A new $3,000,000 Lear factory is soon to be built in Grand Rapids. And Lear, Inc. — manufacturers of precision aeronautical accessories, electro-mechanical systems, radio communications products and the famous F-5 Automatic Pilot — last year increased production of almost every line.

You'll find ample evidence of business expansion, throughout the entire WOODland area. WOOD-TV's increased facilities are the natural result of this healthy growth. First station in the country to deliver 316,000 watts from a tower 1000′ above average terrain . . . WOOD-TV provides top coverage of the entire Western Michigan market. For top *results* . . . in Grand Rapids, Muskegon, Battle Creek, Lansing and Kalamazoo . . . schedule WOOD-TV, Grand Rapids' *only* television station.



WOOD-TV

GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY formally with their new Chairman and all left for their offices.

Asked by B•T how he felt about the shift from public utility and government contract renegotiation work to radio-tv and communications regulation, Chairman McConnaughey said, "I love it." As to the problems of regulating utilities and the broadcast media, he said, "There's a lot of difference in regulating radio-tv and public utilities."

Among those witnessing the swearing-in ceremony were Mrs. McConnaughey; Mr. and Mrs. George C. McConnaughey Jr.; Mrs. R. S. Rogers Sr. and Mrs. R. S. Rogers Jr., of Ohio; Mrs. Ralph Pence, of Ohio; Ralph Pence Jr., of Ohio; Charles M. Gowdy, of Ohio, named legal aide to the Chairman; Mrs. Pearl Mohnkern; Ralph Winter, member, Public Utilities Commission of Ohio; James Burtch, Assistant Attorney General of Ohio; Austin Roberts, Assn. of Railroad & Utilities Commissioners; Nelson Lee Smith, member, Federal Power Commission; Sam R. Broadbent, Bureau of the Budget; William Casey, Republican National Committee; James S. Mulloy, vice president of *Look* magazine; Mr. and Mrs. Harold Mosier, Washington; George M. Humphrey, Secretary of the Treasury; H. Chapman Rose, Assistant Secretary of the Treasury.

Following the White House ceremony, Chairman McConnaughey met with newsmen at noon in his new offices at FCC. He explained he was not holding a formal news conference, but wished to get acquainted with the reporters who cover the Commission.

One-Year Term

He announced that his designation as chairman of the Commisison is for a one-year term, indicating the President will follow the policy of rotating the FCC chairmanship annually. The policy was begun with the appointment of Comr. Hyde to that post in April 1953. Mr. Hyde now has reverted to Commissionership status, his term expiring June 30, 1959.

Aside from Mr. Hyde, the other Republican members of the Commission in the order of their seniority are Comrs. John C. Doerfer and Robert E. Lee. It is presumed that they will succeed to the chairmanship in following years under the President's rotation system.

Chairman McConnaughey declined at this time to answer "policy" questions put to him by reporters. He did state, however, in answer to one question about his attitude toward government regulation of business: "I am pretty much on record as believing in as few controls of business as possible. Such controls are justified only when they are in the public interest."

To other questions, the new FCC Chairman said he has a black-and-white tv set but no color receiver. He expressed sharp disappointment at the outcome of the World Series. He said he missed seeing any of the games because they didn't last through the weekend.

CHAIRMAN PICKS AIDES

CHARLES M. GOWDY, Cincinnati attorney, has been appointed legal aide to FCC Chairman George C. McConnaughey, the new Commission head announced Monday at his meeting with newsmen.

Mr. McConnaughey also announced that Pearl Mohnkern had been named his personal secretary at FCC. Mrs. (Wesley) Mohnkern had been secretary to Mr. McConnaughey when he was chairman of the Renegotiation Board.

Mr. Gowdy, who said he previously has not dealt with communications law, is a native of Ohio where he was born July 8, 1908, at Camden. He attended high school at Piqua, Ohio, and received his B.A. in 1931 from Miami U., Oxford, Ohio. He received his law degree in 1933 from the U. of Cincinnati College of Law, later returning there for graduate study in corporation law and accounting.

Mr. Gowdy was admitted to the Ohio bar in 1933 and the Federal bar in 1934. He served as solicitor of Osborn, Ohio, from 1933-35 and was elected solicitor of Lockland, Ohio, from 1939-43. During World War II he served in Army counter-intelligence, part of the time in Europe.

Mr. Gowdy married Pauline M. Snyder in June 1942. They have two children, Charles L., 11, and Ann C., 8. He has not set a date for moving his family to Washington.

Aside from practicing law, Mr. Gowdy is an inventor, having developed a "pre-rotating aircraft tire," which he said is the subject of a contract with Firestone Tire & Rubber Co.

PRESIDENT IS GLAD THAT HYDE STAYS ON

COMMENDATION from President Eisenhower to FCC Comr. Rosel H. Hyde for his service as Chairman of the Commission during the past year was made public Wednesday by the summer White House at Denver.

Mr. Hyde reverts to Commissionership status with the appointment of George S. McConnaughey, chairman of the Renegotiation Board, to the top post at FCC (see separate story).

President Eisenhower's letter to Comr. Hyde stated:

"As you leave the very responsible position of Chairman of the FCC, I wish to express my warm thanks for your contribution to the nation in that position—a contribution greatly enhanced in value by your extensive experience in the field of communications. It is satisfying and reassuring to know that, as you continue as a member of the FCC, your broad experience and knowledge will remain in the service of our people."

The letter was signed "Sincerely, Dwight D. Eisenhower."

BRICKER QUESTIONS FCC ON NETWORKS

It's comprehensive and will take time to answer. Meanwhile, Bricker's investigators are readying questionnaires to be sent to tv networks.

ON THE DESK of the FCC's new boss, Chairman George C. McConnaughey, was dumped last week the first of several questionnaires seeking data for Senate Commerce Committee Chairman John W. Bricker's widely-heralded investigation of the networks and the uhf-vhf situation.

Final contents of the questionnaire are presumed to have been approved and forwarded to the FCC by the GOP senator from his Ohio headquarters. The questions not only go into technical aspects, according to best information, but also deal with such matters as network affiliations, the FCC's allocations philosophy, coverage by tv outlets and the reasons for intermixture of uhf and vhf channels.

Meanwhile, the investigation staff, headed by Robert F. Jones, former Ohio congressman and onetime member of the FCC (1947-52), was readying the second of its questionnaire series—to be sent out to the tv networks. These questions, it was understood, presumably would be approved and forwarded from Ohio by the same method as the FCC quiz and would be largely about the same subjects as those on which the Commission is being questioned.

Completion of the network questionnaires is believed to be far enough along for mailing by today (Monday). Still to be questioned are owners of tv outlets, tv set manufacturers and others.

As the investigative groundwork slid into second gear, Messrs. Jones and Harry M. Plotkin, minority counsel and former FCC assistant general counsel (1943-51), moved into separate offices in the reading rooms of the Library of Congress Annex Bldg., apparently to remove themselves from the anticipated bustle of the Senate Office and Capitol Buildings when the Senate convenes in special session Nov. 8, and to make quarters less cramped for Nicholas Zapple, coordinator for the probe, at his modest-sized office in the Senate Office Bldg.

According to statements by Sen. Bricker, the staff will continue to gather information during the congressional recess to present to the full committee when the 84th Congress returns to Washington. Hearings by the Senate Commerce Committee would follow, possibly in February, and run three weeks to a month.

Avoid Intermixture, Conn. Uhfs Request

Four high-band stations in the Connecticut Valley ask FCC to remove ch. 3 in Hartford from commercial service.

REMOVAL of FCC's ch. 3 allocation to Hartford, Conn., from commercial service and assignment to non-commercial educational service is asked by four Connecticut Valley uhf stations in a petition filed with the Commission last week.

Travelers Broadcasting Service Corp. (WTIC) and Hartford Telecasting Co. are ch. 3 commercial applicants, awaiting an initial decision after hearing. Ch. 24 has been allocated for educational use in Hartford. The four petitioners request a switch of educational service to ch. 3, with ch. 24 becoming the commercial facility.

The four petitioning uhf stations, all operating a year or more in the area, are WGTH-TV Hartford (55% owned by General Teleradio Inc.); WKNB-TV New Britain; WHYN-TV Springfield-Holyoke, Mass., and WWLP Springfield.

The valley is a successful uhf area, the petitioners claim, with only Hartford and New Haven having vhf operations. On the ground the valley can't hope "to have adequate vhf tv service," and it is argued that if uhf is successful the entire area would have at least five grade A uhf signals.

Uhf stations in the valley have fared better than uhf stations in markets where a substantial intermixture problem exists, it is claimed. "Though not presently profitable they can, as a group, look forward to an economically stable and successful future provided the area remains a basically non-intermixed area," it is contended. On the other hand, intermixture would weaken if not destroy the valley's uhf stations, it is claimed. Furthermore, it is stated, two commercial vhf stations would be CBS and NBC outlets, leaving the third and fourth networks only uhf outlets, assuming the uhf stations were able to survive.

He's calling your tune

Tobacco Auctioneer in Action

Typical scene during Tobacco Auction Sale in E.N.C. warehouse

'though you can't understand a word he's saying—the Tobacco Auctioneer chants a tune that is of vital importance to your sales in prosperous Eastern Carolina—"Tobaccoland" to the world. The importance is quickly visualized when you realize that between August 16th and the end of the year—about **a quarter-billion dollars will be paid out to Eastern Carolina farmers** for their 1954 crops of flue-cured tobacco. And WNCT is the only TV covering the entire Eastern Carolina tobacco belt. So—whether your product is cars or corsets—now's the time to **buy WNCT!**

WNCT
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Greenville, N. C.
channel 9
Serving prosperous eastern N. C.

WNCT GREENVILLE, NORTH CAROLINA

Primary CBS Affiliate operating full time on 100,000 watts

A. HARTWELL CAMPBELL, *General Manager* ★ JOHN E. PEARSON CO., Nat'l Rep.

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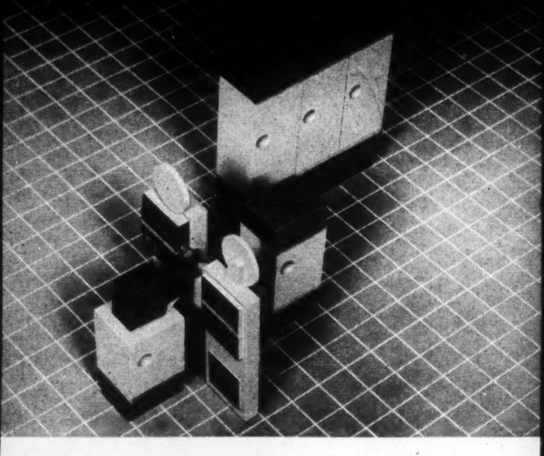
CineScanner

This Philco 16mm CineScanner and its companion, the 35mm model, provide the finest film reproduction in either color or monochrome.



Multiplexed arrangement of two 16mm CineScanner film units and automatic dual slide changer for four program sources in color.

CineScanner—superior for monochrome

. . . the only practical method for color!

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CineScanner

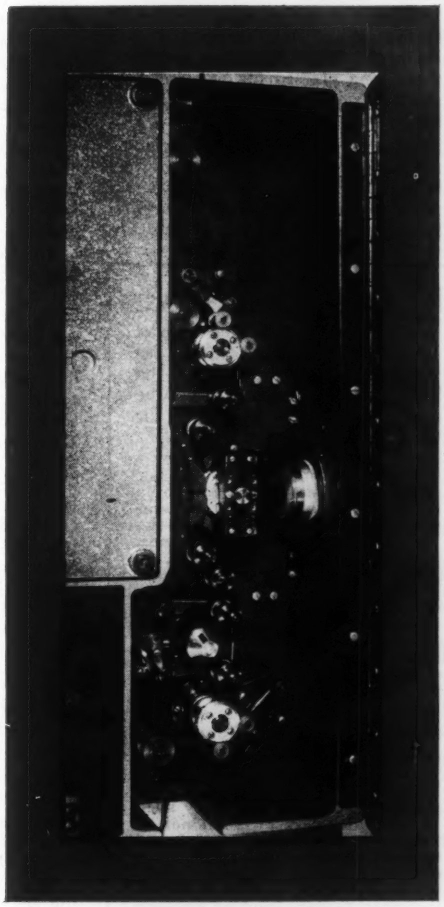
and enjoy modern film telecasting!

- **Smooth, Silent Operation — No Flutter**
- **Preview of all Program Sources**
- **Color and Monochrome,**
  16MM and 35MM Models

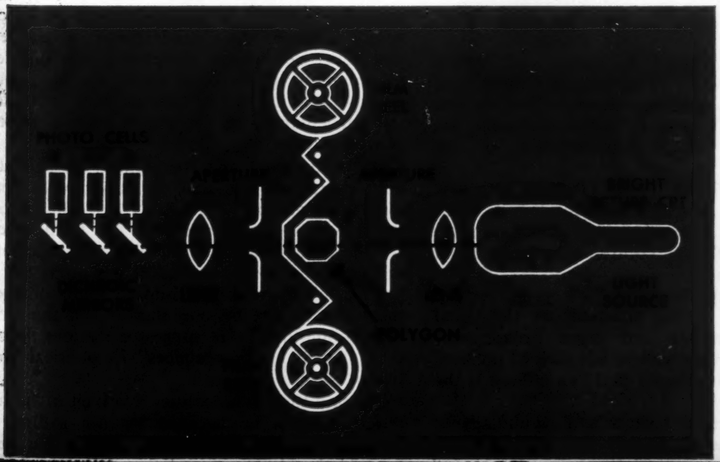
Once you've seen CineScanner operate—witnessed the clear, steady pictures and observed the smooth, silent performance—you will agree it's the only way to televise film—*in monochrome or color!*

There are good technical reasons why: The Philco CineScanner employs flying-spot scanning, a technique never equaled in producing high definition pictures. In CineScanner, there's no hot projection lamp to fail or burn the film. Only source of light is a long life, cathode-ray tube with dependable "cold" light harmless to film. CineScanner employs a special continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Corporation of Hollywood . . . no noisy, film-damaging intermittents in the CineScanner! Most important of all to color Broadcasters, CineScanner uses economical photo tubes instead of expensive camera tubes . . . *and there are no color registration problems in CineScanner!*

With the Philco CineScanner, you can start today in monochrome, convert tomorrow to color—with no obsolescence of equipment! Get full technical data on this new and greatly improved method of televising films and slides. Contact Philco, Dept. B•T today.



Interior view of the film unit showing precision film transport mechanism, sound head and the simplicity of the optical system.



Simplified diagram showing the basic principles of CineScanner operation.

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STATE GOVERNMENTS COUNCIL PROPOSES UNIFORM LIBEL LAW

B•T learns model statute, which would relieve broadcasters of liability for defamatory statements made in political talks, has blessing of FCC. Council of State Governments will circulate it to all states.

A UNIFORM libel relief law designed to protect broadcasters from liability for defamatory statements in political broadcasts has been drafted by the Council of State Governments and will be submitted to state legislatures.

The model statute carries the blessing of FCC, which drew it up at suggestion of the Dept. of Justice and the Council. A council draft (see text) embraces a number of changes proposed by federal and state agencies. It will be published by the Council within a fortnight.

NARTB has long pressed for enactment of its own model libel statute, with 30 states having passed relief laws in various versions.

FCC prepared its draft bill, after receiving the Dept. of Justice invitation, along with an explanation of its provisions. Comr. Doerfer dissented from the action. The FCC version was considered Sept. 22 by the Council's drafting committee. Warren E. Baker, FCC general counsel, and R. A. Solomon, assistant general counsel, sat with the committee.

Herbert L. Wiltse, of the Council, told B•T the drafting committee's 1955 legislative report, comprising about 50 separate proposals, will be sent to state and federal agencies as well as legislators. Chairman of the draft group is Sydney Clifford, of the Rhode Island Commission on Uniform State Laws.

Mr. Wiltse said the idea of a model state libel law for radio-tv broadcasters, was discussed with the Dept. of Justice earlier in the year. The department in turn invited FCC to suggest a model statute that would solve the predicament of broadcasters in political broadcasts. The federal agencies and the council recognized the dilemma stations and networks face in view of the ban against censorship of political matter.

The council's draft bill closely follows the first section of the standard NARTB draft. It omits a section relieving licensees from all liability for defamation in connection with broadcasts for or by candidates for public office. It also omits a third section specifying that in damage actions for defamatory statements, the complaining party is to be allowed "only such actual damages as he has alleged and proved." This third clause clarifies the common law damage rules on defamation.

States that have enacted libel relief of some form for broadcasters are Arizona, Arkansas, California, Colorado, Florida, Georgia, Idaho, Iowa, Kansas, Louisiana, Maine, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, South Carolina, South Dakota, Texas, Utah, Virginia, West Virginia and Wyoming.

Model Libel Relief Laws

HERE are the texts of the new model statute covering political broadcasts as drafted by the drafting committee of the Council of State Governments and the model statute NARTB has sponsored for many years:

The Council's model statute:

The owners, licensee or operator, of a visual or aural radio broadcasting station or network of stations, or the agents, or employes, of any such owner, licensee or operator of such station, or network of stations, shall not be liable for any damages for any defamatory statement uttered over the facilities of such station or network by any candidate for public office, but this section shall not apply in the event said owner, licensee, operator, agent or employe shall wilfully, knowingly, and with intent to defame, participate in such broadcast.

NARTB's model statute follows:

Section 1. The owner, licensee or operator of a visual or sound radio broadcasting station or network of stations, and the agents or employes of any such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a visual or sound radio broadcast, by one other than such owner, licensee or operator, or agent or employe thereof, unless it shall be alleged and proved by the complaining party, that such owner, licensee, operator or such agent or employe, has failed to exercise due care to prevent the publication or utterance of such statement in such broadcast. Provided, however, the exercise of due care shall be construed to include a bona fide compliance with any federal law or the regulation of any federal regulatory agency.

Section 2. In no event, however, shall any owner, licensee or operator, or the agents or employes of any such owner, licensee or operator of such a station or network of stations, be held liable for any damages for any defamatory statement uttered over the facilities of such station or network by or on behalf of any candidate for public office.

Section 3. In any action for damages for any defamtory statement published or uttered in or as a part of a visual or sound radio broadcast, the complaining party shall be allowed only such actual damages as he has alleged and proved.

TIPS ON AVOIDING POLITICAL HAZARDS

TIPS on how to avoid many of the headaches arising out of political broadcasting, particularly in allotment of time and setting of time charges, were offered Friday by spokesmen for FCC and NARTB.

FCC Comr. Robert T. Bartley, addressing the NARTB District 10 meeting in Omaha (see story page 39), told broadcasters how to live within Sec. 315 of the Communications Act and explained FCC's interpretation of the section.

Vincent Wasilewski, NARTB chief attorney, speaking to the Alabama Broadcasters Assn. at University, Ala., offered specific advice on ways of handling political contracts under the act and FCC's rules.

Comr. Bartley conceded "few problems are as troublesome to the licensee" as the equal requirements section and urged broadcasters to make their plans well in advance of political campaigns on the theory that "an offense is the best defense."

Notify interested parties and candidates of availabilities, he said, and the road will be paved "for a more serene campaign season" while a better program structure is set up and there will be more "satisfied customers."

The planned policy, he contended, should give "reasonable opportunity" to candidates while maintaining proper program balance. He suggested broadcasters "give weight to the importance of the office being sought" in view of "the dependence of his audience on radio and television as the most effective source of information in the field of public affairs."

Comr. Bartley proposed broadcasters consider use of the forum or debate technique by which candidates for principal offices would be given or sold equal time to address the public. He advised stations to study FCC's document interpreting Section 315 of the law.

Mr. Wasilewski, defining the word "use" in the law, said it has been interpreted by the FCC as synonymous with "appearing," no matter how brief or perfunctory the use of a facility might be.

The term "equal opportunity," he said, "means that no station shall make any discrimination in charges, practices, regulations, facilities or services rendered the candidates for a particular office."

He said that as in 1952 a station cannot charge premium rates for political broadcasts but now a "new wrinkle" has been added—a station must make available to a candidate "the same discounts that would be accorded to the ordinary commercial account."

Mr. Wasilewski added, "And, it may not charge a candidate more than the rate a station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that within which persons may vote for the particular office for which such a person is a candidate."

As to national and local rates, he said the only overall rule is that "a station with both local and national rates may not charge the national rate to a candidate for local office. On the other hand, it is possible that situations may arise whereby a candidate who is not a local candidate will find himself being charged the national rate by one station and the local rate by another." He suggested stations follow their "normal rate practices" in political contracts.

He said that technicalities involved in "group purchases can be avoided by not selling to groups." Group negotiations can be handled, he said, but he cautioned that full records on money expended and time should be kept. "Fairness of treatment will avoid many difficulties," he added.

Lee Tribute to Hyde

IN AN address before the Kiwanis in Salt Lake City last Thursday, FCC Comr. Robert E. Lee paid high tribute to Comr. Rosel H. Hyde as one who had led him "through the wilderness." Mr. Hyde, who hails from the Intermountain area, the preceding Monday, had relinquished his chairmanship to revert to commissioner.

Said Comr. Lee:

While out here in the great West I would be remiss indeed, if I did not pay tribute to one of your distinguished sons and past Chairman of the FCC, Comr. Rosel Hyde. Comr. Hyde led me through the wilderness in the early days of my appointment and I learned to lean on his wisdom and counsel in reaching decisions on the many complex problems that overwhelmed me. He has devoted his life to the cause of a healthy industry and as a government servant has served the people well. He is indeed the soul of integrity and gentle patience and I am happy indeed to pay this slight tribute to him.

Leopards may want to— our customers don't

It may be frivolity that makes the leopard want to change his spots, but the wise advertiser today knows that if he wants to *move goods now*, the best way is to buy *spot radio, on key stations*—and stick by the spots. It doesn't take many good stations to reach just about everybody. WJR alone, for instance, reaches some 10 per cent of U. S. buying power — more than 15 million people. Ask your Henry I. Christal man for details on WJR.

The Great Voice of the Great Lakes

WJR

Detroit

50,000 watts CBS Radio Network

WJR's primary coverage area: more than 15,000,000 customers

FINAL TV GRANTS MADE IN THREE CITIES

Sacramento ch. 10 final decision involves reversal of the examiner's proposed action. Other cases: ch. 7 at Evansville and ch. 10 in Waco.

FOR the third time in two weeks, the FCC last week reversed an examiner's decision and issued a final grant to the applicant which had been proposed to be denied.

The FCC granted Sacramento ch. 10 to Sacramento Telecasters Inc., reversing the examiner's proposal to award the channel to McClatchy Broadcasting Co. It made its decision on the ground of diversification of the media of communications.

Two weeks ago the Commission overturned two examiners' rulings—in Fort Wayne, Ind., and Petersburg, Va. [B•T, Oct. 4].

Last week, initial decisions were issued in favor of granting Evansville ch. 7 to non-broadcaster Evansville Television Inc. and denying WEOA and WGBF, both Evansville; and Waco, Tex., ch. 10 to KWTX Waco, Tex., and denying WACO.

"Determinative" in the Sacramento ch. 10 case is the question of diversification, the FCC said in reversing the hearing examiner's initial decision recommending the grant to McClatchy Broadcasting Co [B•T, Nov. 16, 1953]. It issued a final decision in favor of Sacramento Telecasters Inc. (principally owned by John H. Schadt, 50% owner-general manager of KMOD Modesto, Calif.).

Cites Appeals Court Decision

In discussing its criteria, the Commission referred to the 1951 Court of Appeals decision in Scripps-Howard Radio Inc. case and added: "Our decisions have shown that the Commission ordinarily will incline toward an applicant not associated with the local channels of communication of fact and opinion over an applicant having such association."

McClatchy owns KFBK-AM-FM Sacramento, KERN-AM-FM Bakersfield, KWG Stockton, KOH Reno and KBEE (FM) Modesto. It also publishes the *Sacramento Bee*, the *Fresno Bee* and the *Modesto Bee*.

Because it has no other broadcast interests, FCC Hearing Examiner Herbert Sharfman recommended that Evansville ch. 7 be awarded to Evansville Tele-Vision Inc., mainly owned by former broadcaster (KPHO-AM-TV Phoenix, Ariz.) Rex Schepp.

Mr. Sharfman proposed the denial of applications by WEOA and WGBF Evansville because of other broadcast interests. WEOA is owned by the Harry M. Bitner interests (WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids, and WFDF Flint, Mich.). WGBF is owned by the same interests which own WTMV East St. Louis, Ill., and WBOW Terre Haute, Ind.

Except for the principle of diversification, Mr. Sharfman said, he would have preferred WGBF.

Better programming proposals, more local ownership, superior radio experience and diversification of the media of communications were the touchstones used by FCC Hearing Examiner John B. Poindexter last week in recommending the grant of Waco, Tex., ch. 10 to KWTX Waco and the denial of WACO Waco.

Mr. Poindexter said KWTX proposed better news and farm programs, showed better planning and preparation of programs and proposed better local live programming than did WACO. On the subject of diversification, Mr. Poindexter held against WACO the 40% interest of Texas State Network in WACO. TSN also owns KFJZ-AM-TV Fort Worth, KRIO McAllen, KFDA-AM-TV Amarillo. Gene Cagle, 35% owner and president of TSN, owns 25% of KTOK Oklahoma City.

New Skywave Deadline

DATE for filing comments on FCC's daytime skywave proposal was extended by the Commission last week from Oct. 15 until Dec. 6 at the request of WLAC Nashville. Date for filing replies was extended until Dec. 16. This is the second time the deadline has been postponed. FCC's proposal generally affords Class I clear channel stations greater protection from the interference caused at sunrise and sunset by certain secondary stations on those channels, but the plan has met with wide opposition [B•T, July 12, March 15].

Grand Jury Indicts Witness In San Antonio Ch. 12 Case

GRAND JURY in San Antonio returned an indictment Wednesday charging James R. Duncan, private detective, with falsely representing himself June 18 as an employe of FCC while engaging in credit investigation work in the ch. 12 tv case involving the competitive applications of KMAC and KONO, both San Antonio [B•T, July 5]. Mr. Duncan was seeking data about KMAC backers.

In testimony last month before an FCC examiner, Mr. Duncan said his orders for investigation of KMAC came from Hugh Caterson, his associate in the investigation firm of Texas Industrial Surveys.

Mr. Duncan said he received no instruction from KONO on manner or technique of investigation. Mr. Caterson testified KONO was not aware that the case had been turned over to Mr. Duncan until report was made.

Democrat's Mitchell Praises Impartiality of Radio and Tv

DEMOCRATIC National Committee Chairman Stephen A. Mitchell last week praised the radio-tv media for adhering to fair journalistic principles after criticizing what he called the "one-party press."

Speaking Tuesday to the National Press Club, Washington, Mr. Mitchell cited as partisan journalism a series of "front-page" articles in the New York *Herald-Tribune* by Republican leaders on the accomplishments of the Eisenhower Administration. Radio and television, although much younger, have been more impartially politically than many segments of the press, he said.

In another reference he charged Republicans with political pressuring through several federal agencies, among them the FCC.

The *Herald-Tribune* Wednesday offered to carry similar front-page articles by Democratic leaders.

Mundt Charges Disloyalty

SEN. Karl E. Mundt (R-S.D.) charged in a speech Sept. 28 in Oshkosh, Wis., that "disloyal individuals on radio, television and newspapers" are working for the communist cause. He called on listeners to insist that "manufacturers of our country discontinue employing these disloyal individuals."

GOP Claims Record

THE talks of President Dwight Eisenhower and Vice President Richard Nixon Friday night were carried on the biggest television hookup in political history, the Republican National Committee said last week. The half-hour period was scheduled on an augmented CBS-TV network of about 158 stations, and on around 534 stations of the NBC and Mutual radio networks, the committee said. The simulcast originated in Denver from 9:30-10 p.m. EST, was to be delayed on the Pacific Coast to 9:30-10 p.m. PST, the announcement said. The talks were carried as a "tribute" to Republican National Precinct Day.

6 NEW AM OUTLETS GRANTED BY FCC

Fm station also authorized. Five am stations are granted power increases in series of actions by Commission.

SIX new am stations were authorized last week by the FCC, along with one fm grant and a number of power increases.

New am Stations

Delta, Colo.—Monarch Bcstg. Co. (D. E. Towne, of KEVO Grand Junction, 62%); 1400 kc 250 w unl.

Baxley, Ga. — Farnell O'Quinn, department store manager; 1260 kc 1 kw D.

Columbia, Mo.—Cecil W. Roberts (operator of KREI Farmington, Mo., etc.); 1580 kc 250 w D.

Andrews, Texas—Andrews Bcstrs. (Joseph E. Young, of KERB Kermit, Texas, ½, and Archie W. Holman, owner of lumber company, ½); 1360 kc 500 w D.

Jackson, Tenn.—Jackson Bcstg. Co. (Dr. Alexander Leech, veterinarian, ½, William E. Leech, attorney); 1460 kc 1 kw D.

Salt Lake City, Utah—William W. Phillips (former radio parts distributor); 860 kc 1 kw D.

New fm Station

Bakersfield, Calif.—KLEF Broadcasters (Edw. L. Robertson); Class B, 92.5 mc (ch. 223), ERP 16.5 kw.

Facilities Changes

WDKD, Kingstree, S. C.—CP change from 1300 kc 1 kw D to 1310 kc 5 kw D.

KRKL Kirkland, Wash.—CP change 1050 kc operation from 250 w D to 1 kw D.

KBRL McCook, Neb.—CP change from 1450 kc 250 w unl. to 1300 kc 1 kw D.

KSPR Casper, Wyo.—CP change 1470 kc operation from 1 kw unl. to 1 kw 5 kw LS unl.

WBUY Lexington, N. C.—CP change from 1450 kc 250 w unl. to 1440 kc 5 kw D.

Eisenhower Tv Appearances Urged for Civil Defense

CIVIL defense directors of the 48 states Wednesday recommended that President Eisenhower "spark" a public education program with occasional tv appearances designed to alert the nation to the need for more adequate protection in the event of enemy air attack.

The suggestion was offered following a series of meetings in Chicago by the National Assn. of State Civil Defense Directors at the Drake Hotel.

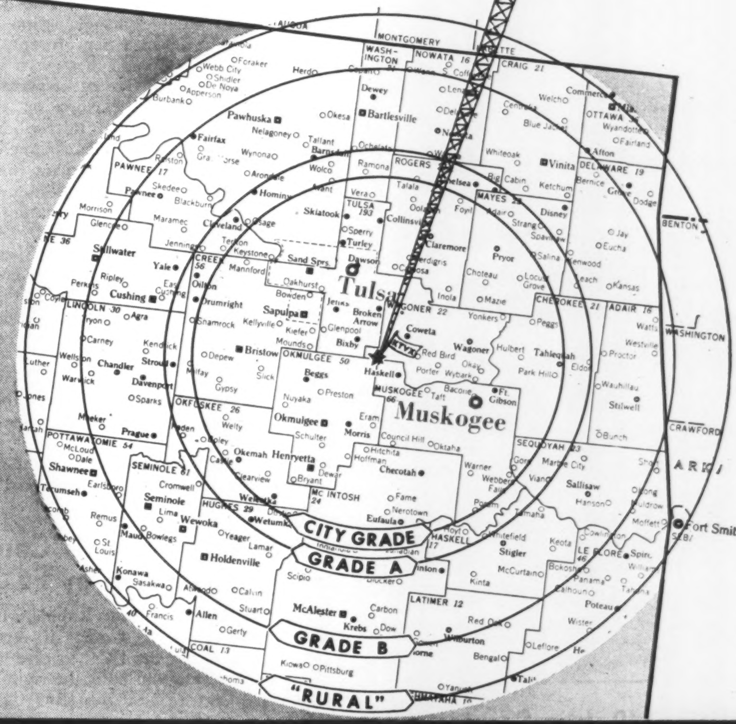
State directors felt that the chief executive should confer with his own advisors and governors of the various states, along with city mayors and industrial leaders, before embarking on such a video program.

The association also recommended a new audible signal for the initial warning where an air attack is probable "but not imminent"—thus apparently modifying, in intent, and to some technical extent, the present Conelrad radio alert system.

MAKE A DATE WITH CHANNEL 8

EASTERN OKLAHOMA'S MOST POWERFUL
Television Station

ABC ☆ DUMONT



The KTVX AREA MARKET

Counties Covered	31
Total Population	1,038,994
Total Families	313,491
TV Families	158,347
Spendable Income	$1,298,141,000
Total Retail Sales	$916,065,000

TULSA BROADCASTING CO.
Box 1739, Tulsa, Oklahoma

Operators of
KTUL — CBS Radio, Tulsa
KFPW — CBS Radio, Ft. Smith, Ark.

L. A. BLUST, JR.
Vice President, Gen. Mgr.

BEN HOLMES
National Sales Mgr.

KTVX
Channel **8**
in the
MILLIONAIRE STATE

Studios – 720 Eastside Blvd.
Muskogee, Oklahoma

AFFILIATED WITH

KATV, Channel 7
Little Rock — Pine Bluff, Ark.

KWTV, Channel 9
Oklahoma City

KOMA — CBS Radio
Oklahoma City

AVERY-KNODEL, INC. NATIONAL REPRESENTATIVES

Visalia Grant Among Tv Actions of Commission

NEW uhf tv station on ch. 43 was granted by FCC last week to Sequoia Telecasting Co. at Visalia, Calif. Firm is owned by Irwin V. Willat, retired movie producer-director.

To operate with effective radiated power of 22.9 kw visual and antenna height above average terrain of 310 ft., the Visalia station will cost an estimated $122,500, FCC said. First year operating cost is estimated at $180,000.

In other tv actions last week, FCC extended for six months the construction deadline for WTHS-TV Miami, ch. 2 educational station, and designated for hearing Nov. 5 the extension of completion date request of ch. 7 KLYN-TV Amarillo.

FCC denied a request by ch. 8 KLAS-TV Las Vegas, Nev., for stay of an earlier grant to ch. 2 KLRJ-TV Henderson, Nev., to locate its main studio outside of Henderson. KLAS-TV filed an economic protest with FCC, charging the Henderson station's site is closer to Las Vegas, but KLRJ-TV has pointed out the cities are only eight miles apart and it always was known the ch. 2 station would serve both cities.

Comments on two vhf allocations proposals are invited by FCC on or before Nov. 12. One is the request of Elmira Television to add ch. 9 at Elmira, N. Y., and the other is the petition of WWPA Williamsport, Pa., to add ch. 9 at Blossburg, Pa.

FCC turned down a petition by ch. 74 WMGT (TV) North Adams, Mass., for special authority to operate on ch. 14 pending formal reallocation now proposed [B•T, Oct 4]. FCC also denied request by ch. 32 KTVE (TV) Longview, Tex., to delete ch. 7 at Tyler, Tex., under permit to KLTV (TV) there.

Orange Tv Petitions FCC On Ch. 13 Grant in Tampa

SECOND attack on the FCC's grant of Tampa-St. Petersburg ch. 13 to Tampa Television Co. [B•T, Sept. 6] was made last week when Orange Television Broadcasting Co. filed a petition with the Commission for rehearing, reconsideration and stay in the proceeding.

Tampa Times Co., the third applicant, filed a similar petition two weeks ago against the Commission action [B•T, Oct. 4]. It charged that the Commission's reversal of the examiner's recommendation that the grant be made to the Tampa Times (WDAE-AM-FM Tampa) on diversification of media policy grounds was "irreconcilable" with other decisions respecting newspaper ownership.

Orange called the Commission's action "illogical and unsound." It said the FCC's attitude "stacks the cards" against applicants without broadcasting properties because the Commisison made the grant to an applicant whose principal stockholder is affiliated with an am station which does not meet the test of good operation. Walter Tison, licensee of WALT Tampa, is vice president and general manager of the proposed Tampa Tv Co. station.

Orange said the Commission failed to apply the same standards to each of the applicants in the ch. 13 case. It held that it was superior to both Tampa Tv and Tampa Times on the grounds of local residence, participation of owners in local affairs, integration of ownership with management, etc.

Political 'Public Service'

DEMOCRATS of Cook County in Illinois are sponsoring a new daily local news program on WCFL Chicago, American Federation of Labor outlet, believed to be the first of its kind to be presented as a public service by a political party.

The news report is accompanied by an announcement that the program is sponsored by the Democratic Party and urges all citizens to vote Democratic Nov. 2 for senatorial reapportionment. The daily program, which debuted last Thursday, is described as a "public service program," but the station will be paid card rates, according to Marty Hogan, WCFL general manager.

Jenner Committee Sets More Hearings for Nov.

THE SENATE Rules subcommittee which has been investigating congressional committee procedures will hold additional hearings sometime after Nov. 8, according to Sen. William E. Jenner (R-Ind.), chairman.

He said he had invited Sen. Arthur V. Watkins (R-Utah), Sen. Homer E. Capehart (R-Ind.) and Sen. Estes Kefauver (D-Tenn.) to testify at the sessions, which he said would be held when the Senate finishes action on that body's motion to censure Sen. Joseph R. McCarthy (R-Wis.).

Sen. Watkins is chairman of a special Senate committee which held hearings on the McCarthy issue, and at which microphones and cameras were excluded. Sen. Capehart has been asked for testimony based on his experience as chairman of the Senate Banking & Currency Committee which is investigating charges of scandal in FHA administration. Sen. Kefauver has been asked to testify on his experience as chairman of a special Senate committee which investigated crime in 1951-52.

Among questions being studied by the Jenner group is that of radio-tv coverage of public hearings by congressional committees.

Dates of hearings will be set for convenience of witnesses and members of the subcommittee, and will be announced later, Sen. Jenner said.

Other members of the Rules group are Sen. Frank Carlson (R-Kan.), and Sen. Carl Hayden (D-Ariz.)

WGRD Asks Appeals Court To Order Hearing by FCC

DAYTIMER WGRD Grand Rapids, Mich., last week asked the U. S. Court of Appeals in Washington to order the FCC to give it a hearing on its attempt to win back the right to begin broadcasting before sunrise [B•T, Dec. 14, 1953].

The right of the Commission to summarily order WGRD to cease pre-sunrise operations was backed by FCC General Counsel Warren E. Baker and WING Dayton attorney Harrison T. Slaughter.

WGRD's license permits it to operate before sunrise, Paul Dobin, the Michigan station's attorney, told the court. His contention was that the FCC rules permit before-dawn broadcasting provided no "undue interference" is caused to other stations. Since 1947, Mr. Dobin said, WGRD has begun broadcasting at 6 a.m., and there were no complaints. Mr. Dobin also questioned whether the interference complained of came under the head of "undue" interference.

Both WGRD and WING operate on 1410 kc. The FCC ordered WGRD to stop pre-sunrise broadcasts after WING last year complained of interference during its own pre-dawn broadcasts.

Both Mr. Baker and Mr. Slaughter emphasized that WGRD's license was for daytime operation only and that the regulation which permits pre-sunrise operation by a daytime-only station specifically provides that the station must cease such operation upon notice of undue interference to another station. No hearing is required, they said.

KMO Sale Approved

SALE of KMO Tacoma, Wash., by KMO Inc. to Tacoma Radio Corp. for $200,000 was approved by FCC last week. Tacoma Radio includes part owner Charles D. Hunter Jr., law partner of Edgar Eisenhower, brother of the President. Tacoma Radio is headed by J. Archie Morton, executive assistant to the president of KIRO Seattle. Chief owners of KMO Inc. are Carl E. and Carl D. Haymond. Sale of KMO-TV for $300,000 to broadcaster J. Elroy McCaw was approved earlier [B•T, Sept. 20].

— PROFESSIONAL SERVICES —

Marshall, Jackson Join Blackburn-Hamilton Co.

APPOINTMENTS of Clifford Marshall, United Press business representative in Atlanta, to the Washington staff of Blackburn-Hamilton Co., and Phil Jackson, former owner of KWCO Chickasha, Okla., to the B-H Chicago office, were announced today (Monday) by the station and newspaper brokerage firm. Increased volume of business made the expansion necessary, the company said.

A veteran of almost every department of UP, Mr. Marshall has been with that wire service since 1934, the last nine years as a sales representative in the south, except for a brief period when he left UP to manage WRGV Greenville, Tenn., returning to UP in 1947. He will handle eight southern states for Blackburn-Hamilton, succeeding William T. Stubblefield, who has been placed in charge of the firm's San Francisco office [B•T, Sept. 27].

MR. MARSHALL

MR. JACKSON

Mr. Jackson has been active in southwestern broadcasting for 15 years. Before acquiring KWCO he had operated KTMC McAlester, Tex. During 1947 and 1948 he was associated with Blackburn-Hamilton in the southwest. He rejoins the brokerage firm in charge of the same territory, including Texas and Oklahoma.

PROFESSIONAL SERVICES PEOPLE

Martin Poll, formerly co-producer, *Flash Gordon* syndicated tv film series, to executive staff, Theatre Network Televison Inc. (closed circuit tv), N. Y., in sales and production capacity.

Harold E. Mott, Welch, Mott & Morgan (radio-tv attorneys), Washington, elected vice president, National Exchange Club.

NEW!

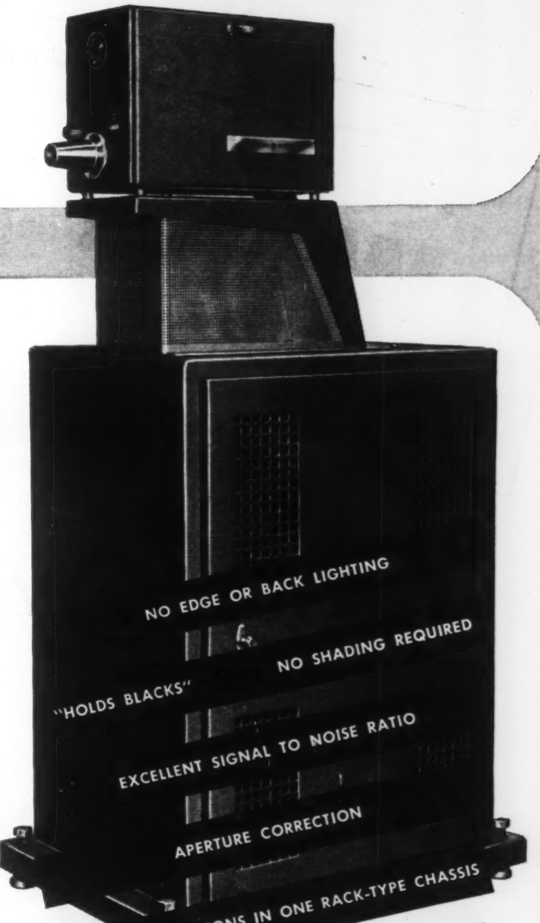
VIDICON

FILM CAMERA CHANNEL

HIGHEST FILM PROGRAMMING QUALITY TO TOP COMPETITION . . . BUILD SPONSORED TIME

YOUR STATION AUDIENCE will be vitally aware of the *quality difference* between G-E Vidicon film reproduced pictures and any other system. Only a keen eye can distinguish this from *live program reproduction.* And, it has many more benefits you'll recognize. First, since shading controls and the need for them have been eliminated, your operators can devote full time to other video duties. Next, this highly flexible film technique accommodates a variety of projected-image systems. There's a choice of channel amplifier mounting—either in a standard rack or in the camera stand.

Examine each stand-out feature of the G-E Vidicon Film Camera Channel and you'll decide here is the only channel that lives up to modern day TV standards. *General Electric Co., Section X2104-11, Electronics Park, Syracuse, N. Y.* In Canada, write: *CGE Electronics, 830 Lansdowne Ave., Toronto.*



NO EDGE OR BACK LIGHTING

"HOLDS BLACKS"

NO SHADING REQUIRED

EXCELLENT SIGNAL TO NOISE RATIO

APERTURE CORRECTION

ALL CIRCUIT FUNCTIONS IN ONE RACK-TYPE CHASSIS

SKILLFULLY HANDLES NEGATIVE OR POSITIVE FILM—DIRECT OR MULTIPLEXED—PLUS SLIDES AND OPAQUES

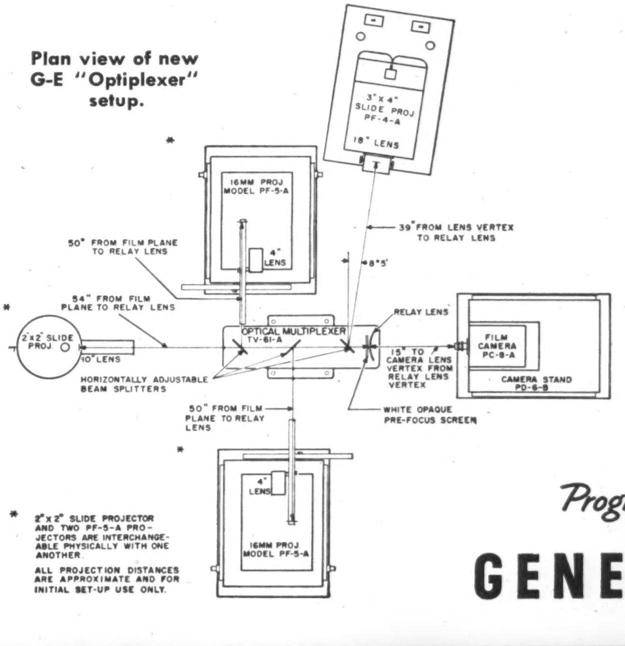
FEATURES DYNAMIC FOCUSING (IMPROVED EDGE FOCUS)

BAR GENERATOR SIGNAL INPUT PROVISION

COMPLETELY INDEPENDENT CONTROLS. INSTANT ACCESS VIA SNAP-OPEN DOORS

FIXED MIRRORS IN "OPTIPLEXER"—UNIQUE NEW G-E OPTICAL MULTIPLEXER

Plan view of new G-E "Optiplexer" setup.


3" X 4" SLIDE PROJ PF-4-A
18" LENS
16MM PROJ MODEL PF-5-A
4" LENS
39" FROM LENS VERTEX TO RELAY LENS
50" FROM FILM PLANE TO RELAY LENS
8°5'
54" FROM FILM PLANE TO RELAY LENS
*
2"x2" SLIDE PROJ
10" LENS
OPTICAL MULTIPLEXER TV-61-A
RELAY LENS
FILM CAMERA PC-8-A
15" TO CAMERA LENS VERTEX FROM RELAY LENS VERTEX
CAMERA STAND PD-6-B
HORIZONTALLY ADJUSTABLE BEAM SPLITTERS
50" FROM FILM PLANE TO RELAY LENS
WHITE OPAQUE PRE-FOCUS SCREEN
*
4" LENS
16MM PROJ MODEL PF-5-A
*

* 2"x2" SLIDE PROJECTOR AND TWO PF-5-A PROJECTORS ARE INTERCHANGEABLE PHYSICALLY WITH ONE ANOTHER.

ALL PROJECTION DISTANCES ARE APPROXIMATE AND FOR INITIAL SET-UP USE ONLY.

CAPABLE OF HANDLING FOUR PROJECTION SOURCES as illustrated at left in conjunction with the new G-E "Optiplexer". By using this highly efficient optical system there's *no need to flip mirrors!* And, the new G-E Vidicon channel offers a choice of monitors . . . 1. Studio console type. 2. Lightweight portable design.

Progress Is Our Most Important Product

GENERAL ELECTRIC

THE LATEST
WCKY
STORY

"everybody talk about

——— but nobody eve does

Nobody — that is — unti W

Weather News a "must" fo

Housewives, Farmers, Railroaders, Shippers Rivern
Travellers, School children, School officials Vacat
Promoters, Automobilists, Merchants Flyers

— all these depend on WCKY's Weathe Wor

Temperature and Weather Forecast
Every Hour on the Hour

3 Complete Forecasts and River News
Direct from the Weather Bureau
7:05 am; 7:56 am; 12:10 pm

Weather Bureau Teletype Service
24 hours daily in WCKY News Room

Direct Reports from Airports

C

Get Next To The Weather on WCKY

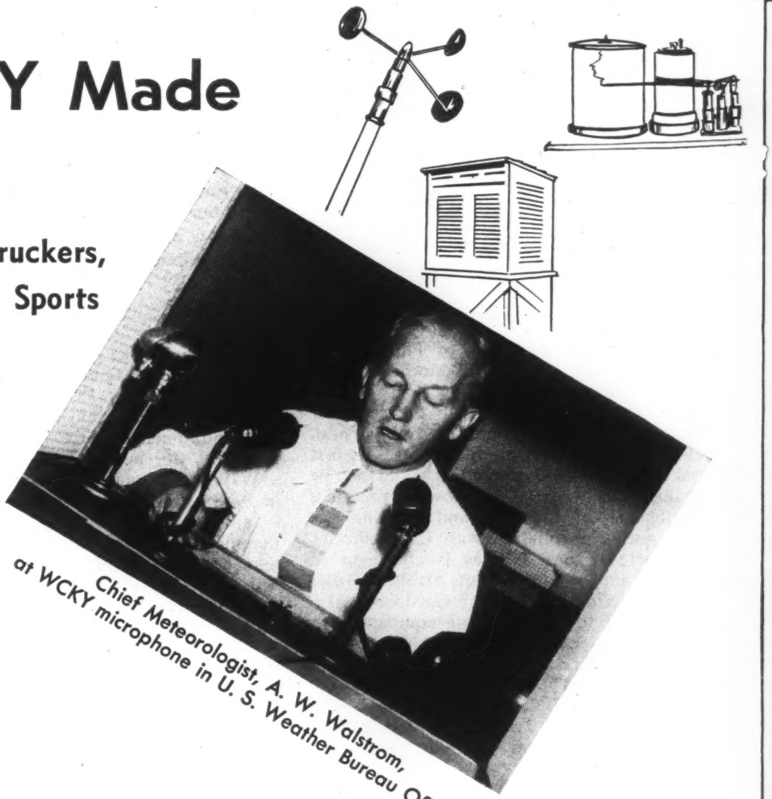
some choice weather adjacencies
still available for advertisers.

about the weather

does anything about it"

Mark Twain

WCKY Made



Chief Meteorologist, A. W. Walstrom, at WCKY microphone in U. S. Weather Bureau Office.

Rivermen, Truckers,
Vacationers, Sports
Flyers.

Words

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

WCKY
CINCINNATI

TY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

CBS SELLS INTEREST IN WTOP; WCCO BIDDING REPORTED

In accord with announced plans to unload all its minority station holdings, CBS sells its 45% of WTOP Inc. to Washington Post Co., which has been majority owner. Three groups are bidding for CBS' 47% minority holding in WCCO-AM-TV.

CBS LAST week sold its 45% interest in WTOP Inc., corporation which operates the Washington CBS radio and tv outlets, to the Washington Post Co., 55% stockholder, for a figure understood to be in excess of $3,250,000. Closing date is Dec. 15.

Simultaneously, it was learned that the network was actively negotiating for sale of its last remaining minority holding — 47% of WCCO-AM-TV, Minneapolis-St. Paul—with at least three groups. The talking figure for the 47% interest was believed to be around $4 million.

MR. GRAHAM

MR. HAYES

Having first refusal on the Twin-City properties is the present majority owner, Mid Continent Radio-Television Inc. But it was learned that conversations also have been held with the *Minneapolis Star* and *Tribune* (Cowles enterprise) and with a leading New York brokerage house. Mid Continent, which owns 53% of the WCCO stock, in turn is owned 50-50 by Northwest Publications Inc., a Ridder controlled corporation, and the Minnesota Tribune Co., a holding company headed by William J. McNally. The latter company (McNally) owns 14.6% of the Star and Tribune Co.

MR. STANTON

MR. MEIGHAN

With the disposition of its WTOP interest and the imminent sale of the WCCO interest, CBS would be clear of minority ownerships in the broadcast field. Neither transaction requires formal FCC approval since control would not be involved.

CBS Inc. President Frank Stanton disclosed last month that the network intended to dispose of its minority holdings, possibly by the year-end. A fortnight ago it sold its 45% interest in KQV Inc., Pittsburgh for $236,250 [B•T, Oct. 4]. CBS thus would be left with three wholly - owned television properties [WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Los Angeles]. It is an applicant, however, for vhf facilities in both Boston and St. Louis. Presumably it will seek uhf facilities in other major markets under the new multiple ownership rule permitting seven owned-and-operated stations to an entity (not more than five of them vhf) slated to become effective Oct. 22.

Agreement on the WTOP sale was reached last Wednesday by Philip L. Graham, president of the Washington Post Co. and publisher of the *Washington Post* and *Times-Herald* and John S. Hayes, president of WTOP Inc., and general manager of its stations, with Dr. Stanton and Howard S. Meighan, vice president of CBS Inc. The Post Company also owns WMBR-AM-TV Jacksonville, CBS affiliates. WTOP Inc. recently moved to new $2 million quarters.

Previously Dr. Leon Levy, of Philadelphia, CBS director and substantial stockholder in CBS Inc., had considered making a bid for the CBS minority interest in WTOP but the Post company exercised its rights of first refusal.

Whether Mid Continent will exercise its first refusal on the WCCO properties could not be ascertained last week. John Cowles, president and publisher of the *Star* and *Tribune* has been in active negotiation with CBS officials, it is reported. John Cowles is chairman of the board and vice president of the Cowles Broadcasting Co. His brother Gardner (Mike) is president of the broadcasting company.

The Cowles stations are: KRNT-AM-FM Des Moines (initial decision favoring grant of ch. 8 pending); WNAX Yankton, S. D., and KVTV (TV) Sioux City. In addition to the *Minneapolis Star* and *Tribune*, the Cowles publish the *Des Moines Register* and *Tribune* and *Look*.

STORER BUYING WJW CLEVELAND

ROUNDING out its proposed Cleveland broadcast ownership, Storer Broadcasting Co. last week bought the 5 kw, ABC-affiliated WJW-AM-FM Cleveland (on 850 kc) from William O'Neil, brother of Thomas O'Neil, president and chairman of General Teleradio Inc. Price was reported to be $330,000, less $25,000 in net quick assets. Sale is subject to FCC approval.

Pending before the FCC is Storer's purchase of Empire Coil Co. and its WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., for $8.5 million [B•T, Jan. 11].

In order to remain within the FCC's present limit of five tv stations to a single owner, Storer is selling its KGBS-AM-TV San Antonio to the *San Antonio Express* for $3.5 million [B•T, April 12]. The *Express* has sold its KTSA-AM-FM San Antonio to O. R. Mitchell, local auto dealer [B•T, May 31]. The new FCC regulation permits the additional ownership of two uhf stations.

WORLD'S first uhf transmitter, used experimentally by RCA at Bridgeport, Conn., for three years and then moved to KPTV (TV) Portland, Ore., first uhf station, has been retired to standby duty. Plaque memorializing the historic transmitter has been installed at KPTV's Council Crest antenna site, noting that the equipment had only 3½ hours outage in over 8,000 telecasting hours. Examining plaque are (l to r) Sheldon B. Hickox Jr., NBC station relations director, Pacific Div.; William McAlister, KPTV chief engineer, and Russell K. Olsen, station manager.

Announcement of the sale agreement was made jointly Thursday by Mr. O'Neil and George B. Storer, president of Storer Broadcasting Co. The agreement conditions the purchase of WJW on FCC approval of Storer's sale of its San Antonio stations, which in turn are conditioned on FCC approval of the Empire Coil Co. purchase.

WJW was founded in 1943 and its fm adjunct in 1948. WJW is represented by H-R Reps. It is understood that Mr. O'Neil and William Lemmon, executive vice president and general manager, will continue to operate the Ohio Music Co., music franchise holder in Cleveland.

Other Storer-owned stations are WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, WBRC-AM-TV Birmingham, WWVA-AM-FM Wheeling (W. Va.) and WGBS-AM-FM Miami.

RADIO-TV GET EQUAL PLAY IN REVISED WCPO POLICY

In announcing changes, Watters says he was wrong in thinking radio was dead.

PROMOTIONS of Glenn C. Miller, national sales manager and assistant to the general manager of WCPO-AM-FM-TV Cincinnati, to station director of radio and tv; Pat Grafton, sales executive, to national sales director; John Sweeney to the new post of business manager and Sid Barger to director of film programming, have been announced by Mort C. Watters, general manager, to implement a new policy which will give radio equal importance with tv. Ed Weston continues as assistant to the general manager and Earl Corbett as radio station director.

"Everyone makes mistakes. I made a dandy," Mr. Watters said in announcing the new policy. "For years, I operated on the hopeful theory that radio was dead. It seemed to me tv had saturated the market. I was wrong. Radio is very much alive, not competitive to newspapers and, in its new form, not competitive to tv.

"There is a place for radio, as there is one for newspapers and one for tv," Mr. Watters said. "Tv is theatre. News doesn't any longer have an important place in tv any more than it has in motion picture theatres."

Big
and getting
BIGGER
MAYO

Yes, Tulsa, the dynamic center of Oklahoma's No. 1 Market *is* big and getting *bigger!* And . . .

KVOO, Oklahoma's Greatest Station *is* big and getting *bigger!* Here is an unbeatable pair . . . a top market among America's major markets . . . (11th in population growth 1950-1954) . . . and a 50,000 watt radio station which has been serving an ever-expanding, faithful and responsive audience for more than 29 years!

In the face of claims of all kinds by competing stations and other media, KVOO continues to grow and prosper. The reason is clear: KVOO is a strong habit with listeners; they *depend* on KVOO's powerful, always *dependable* voice, and they enjoy KVOO's *preferred* programming! And . . .

Because KVOO is an established habit with listeners it is a profitable habit with advertisers! Advertisers know from experience that KVOO delivers more listeners at lowest cost per listener, all of the time, than any other station in Oklahoma's No. 1 market!

Your *best* buy is a *radio* buy on KVOO!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS

OKLAHOMA'S GREATEST STATION

TULSA, OKLA.

MAKING LIKE a surveying crew to mark the site of the new home of WSB-AM-FM-TV Atlanta in a $1.5 expansion program are (l to r): C. F. Daugherty, chief engineer; Marcus Bartlett, station manager, WSB-TV; J. Leonard Reinsch, executive director of the Cox stations; Frank Gaither, station manager, WSB, and John Outler, general manager of the Cox radio and television stations.

WIBW-TV Dedicates Tower, Holds Open House for 30,000

DEDICATION of the new 1,010-ft. tower of WIBW-TV Topeka and an open house celebration held by that station, attracted a crowd estimated at 30,000. Guides explained the various station operations, as well as providing information on color tv plans. The station expected to make its first color broadcast last Wednesday.

Among those taking part in the special dedication ceremonies were Henry S. Blake, president of WIBW-TV and Capper Publications Inc.; Ben Ludy, Capper radio-tv manager; Franklin D. Murphy, chancellor of Kansas U.; Brig. Gen. David Wade, commander, 21st Air Div.; Topeka Mayor George Schnellbacher; Sens. Andrew Schoeppel and Frank Carlson (both R-Kan.), and Al Hodge (Captain Video), who served as master of ceremonies.

With the new tower, WIBW-TV claims to have tripled its former coverage area.

WABC-TV's 'Sell-A-Vision' Offers Merchandising Plan

POTENTIAL advertisers as well as agencies and station representatives will be offered WABC-TV New York's new merchandising plan, "Sell-A-Vision," via a special brochure which soon will be in the hands of prospects, John H. Mitchell, station's vice president and general manager, has announced.

The plan combines selling at home via tv with mass merchandising at the point-of-purchase and is promoted in food chains through floor, end, dump and basket displays; shelf strips, refrigerator space and signs for refrigerated products; and on wire bins at check-out counters. WABC-TV already has 1,001 stores in the Greater New York area, including A&P Tea Co.'s 683, Safeway Stores Inc.'s 187 stores, and Gristede Bros.' 131, taking part.

'Well Done'

THE RECIPE for proving the effectiveness of radio has been found in the *Encyclopedia of Cooking* by WHAM Rochester, N. Y. Twenty-six cookbooks each dealing with a different phase of the art were promoted for a 26-week period exclusively by spot announcements over WHAM. Copies of the book were available at three food chains, the A & P, Harts Stores and the IGA. During the promotion, the station reports, 459,886 copies were sold, which breaks down to 1½ books per person in Rochester and over $100,000 spent in their purchase.

Terry Requests NCAA Consent to Televise Colo.-Okla. Game

FORMAL REQUEST to televise the Oct. 30 Oklahoma-Colorado football contest, has been sent to National Collegiate Athletic Assn. Executive Secretary Walter Byers by Hugh B. Terry, president and general manager of KLZ-TV Denver. Mr. Terry also urged the NCAA to relax current controlled rules pertaining to college football which limit telecasting to only one game a week.

Mr. Terry pointed out that the Oklahoma-Colorado game, which will be played at Boulder, Colo., is a complete sell-out. He cited last year's Oklahoma-Notre Dame game at Norman, Okla., as a precedent—NCAA gave approval to an Oklahoma City station to televise the contest inasmuch as it was a sell-out. The request was supported by Jack Carberry of the *Denver Post* who urged Colorado football fans to back up Mr. Terry's letter with messages to Mr. Byers.

Joseph Weed Hits Tv's Use Of Other Media's Vernacular

JOSEPH J. WEED, president of Weed Television, station representatives, took issue last week with usage of "magazine concept," "newspaper of the air," and "feature section" in the television business. He said the descriptions "can be a promotional detriment to the industry" and that networks are reverting to them "in imitation of spot telecasting."

Mr. Weed's criticism was circulated by his firm to client stations. He said in part: "Use of the words 'magazine' and 'newspaper'

KGU and KONA-TV Honolulu collaborated on a contract with Honolulu Piggly Wiggly food chain in what the stations say is the largest joint radio-tv campaign in Hawaiian advertising history. Piggly Wiggly is to present five half-hour tv and five half-hour radio programs per week. Left to right are: George Mansfield, KGU sales manager; Chubby Roland, emcee of the forthcoming shows; Cecil Johnson, Honolulu manager of Piggly Wiggly; Jim Gunn, KONA-TV account executive; and Jack Irvine, KONA-TV general sales manager.

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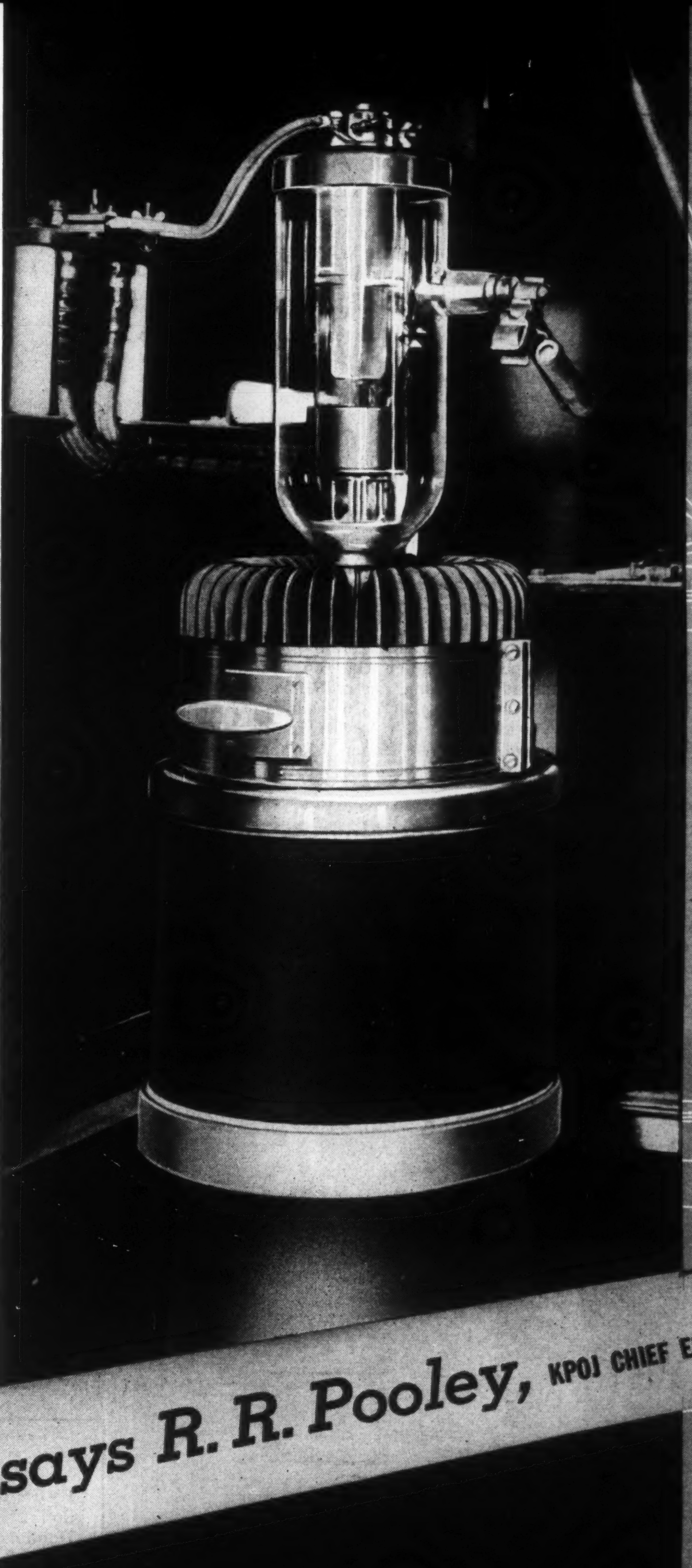
Right from KPOJ's Station Log..

94,613 HOURS ON-AIR*

. . . *and still going strong!*



. . ."This RCA-891R started its career in the class B modulator of our 10 kw transmitter over fourteen years ago, and it's still operating just as satisfactorily as the first time we turned on the filament power. In my book, *that's service far beyond the call of duty.* (The companion RCA-891R has now clocked 42,457 hours)."

The 891R is another of the many RCA power types that are "delivering" long life performance in broadcast transmitters throughout the country. Broadcasters everywhere like the extra dividends of lower operating cost—lower capital investment per hour of tube performance—minimum "down time"—more stable operation, that they get from RCA power tubes.

Your local RCA Tube Distributor is always ready to fill all your broadcast tube requirements promptly. Just pick up the phone and give him a call . . . you'll like his dependable service.

. . . says R. R. Pooley, KPOJ CHIEF ENGINEER

RCA-891R

10-kw power amplifier triode—the tube that revolutionized high-power transmitter design by operating AIR-COOLED!

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

*(as reported August, 1954)

Tees for Ike

GOLDEN TOUCH has been added to President Eisenhower's golf game with three packages of gold-plated golf tees sent to him by KGEM Boise, Idaho. Mr. Eisenhower acknowledged the gift in a letter to George R. Turpin, KGEM general manager, signed by Ann C. Whitman, personal secretary to the President.

actually call attention to competitive media. Our industry should be concerned with 'television concepts'—a term broad enough to embrace an indefinite variety of program types and merchandising ideas.

"Network usage of the 'magazine' and 'newspaper' terms is sugar-coating for attempted inroads into spot-type advertising. They can't say 'spot,' so they've reached out for other worlds."

Paschall Opens Hollywood Representative Offices

BENTON PASCHALL, who resigned Sept. 1 as vice president-general manager of WNOE New Orleans, has announced the opening of Hollywood, Calif., offices where he will specialize in sales for 10 West Coast radio stations. The offices are at 1680 North Vine St. Telephone is Hollywood 9-3946.

Mr. Paschall, who formerly was vice president and West Coast manager of defunct Liberty Broadcasting System, said he will act as "management's other sales self" dealing with specialized, concentrated, management level selling in the Los Angeles market.

WABC New York Celebrates 34th Year on Airwaves

AN ELDER among radio station pioneers—WABC New York—is celebrating is 34th year of broadcasting. The station made its debut Oct. 1, 1921, with the WJZ call and originating from "studios" set up in space provided by one-half of the ladies' lounge in the Newark, N. J., Westinghouse Meter Works. Today WABC, housed in modern offices and studio facilities on 66th St., New York, is ABC Radio's key outlet—"America's oldest key radio network station," according to its claim.

WJZ originally was built and operated by Westinghouse Electric & Mfg. Co. which set up the transmitter on the roof of its Newark factory. The station then operated with 500 w but its strength since has been upped to the radio power limit—50 kw. Thomas J. Cowan, who threw the switch that placed the station on the air, was announcer, m.c., artists' contact, program supervisor and general utility man.

The station was non-commercial in its first few years. When it outgrew its original studios, it opened a branch studio on the sixth floor of the old Aeolian Hall on 42d St., in Manhattan. It became one of NBC's keys (Red and Blue networks) in 1926 when NBC was born, was identified with ABC (formerly NBC's Blue Network) in 1943 when ABC came into existence. Its transmitter is now located in Lodi, N. J.

KOSI Plans Nov. 8 Start

KOSI Aurora, Colo., new 1 kw daytimer on 1430 kc, has announced plans to go on the air on Nov. 8. The station also announced the appointments of Tom Alford and Lonnie Licata as station manager and chief engineer-program manager, respectively. Both are from KTFS Texarkana, Tex.

BREAKING GROUND for the new $500,000 transmitting plant which will boost KOTV (TV) Tulsa to maximum 100 kw are (l to r): Dr. C. F. Spencer, president of East Central State College at Ada and chairman of Oklahoma Educational Television Authority; Oklahoma Gov. Johnston Murray; Tulsa Mayor L. C. Clark; C. Wrede Petersmeyer, president of KOTV Inc., and Dick Campbell, KOTV station manager. In foreground are Susan and Gregg Petersmeyer, daughter and son of the station president. To be located 4½ miles northwest of Tulsa, the new plant, scheduled for completion by Oct. 31, will include a 1,135 ft. tower, which will be shared with the state's educational tv station. Coverage is expected to increase from 9,548 to 23,902 square miles.

PURCHASE of a five-times-a-week classical record program with Howard Mitchell, National Symphony Orchestra conductor, as host, has been contracted for by American Security & Trust Co., Washington, D. C., on WGMS there. Participating in signing for the five hourly programs, called "the biggest single promotion in the bank's history," are (l to r) Mr. Mitchell; M. Robert Rogers, WGMS president; Daniel W. Bell, president of American Security & Trust, and John Ahearn, America Security promotion director.

WJR's Leydorf Resigns, Will Continue on Board

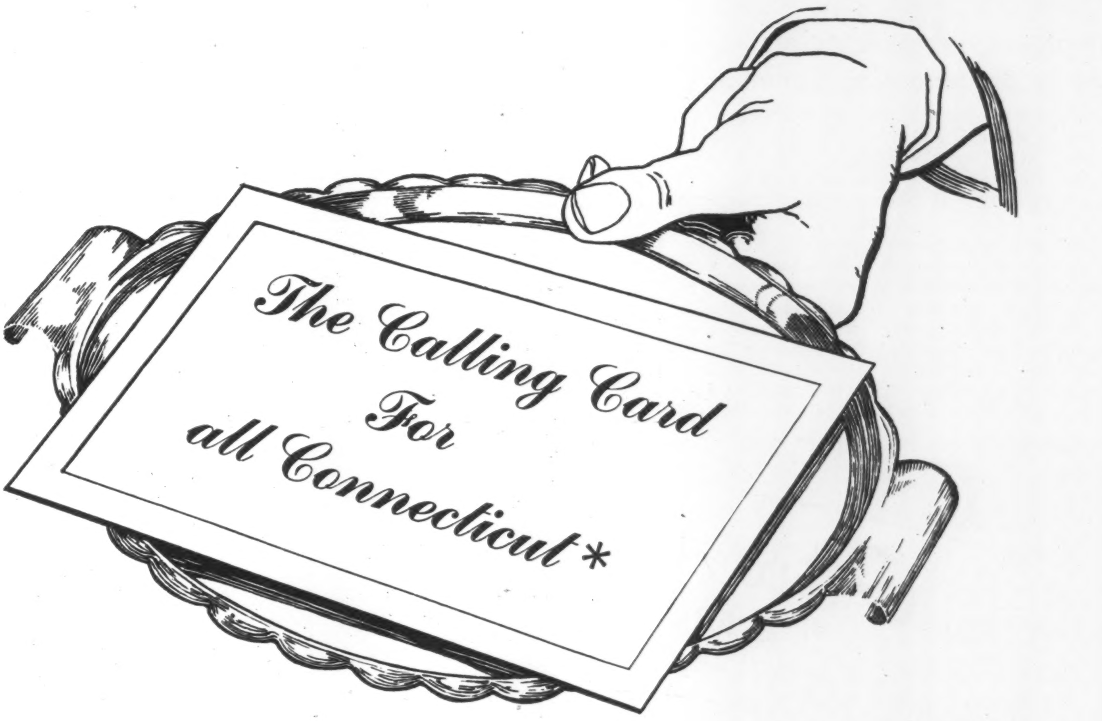
GEORGE F. LEYDORF, vice president in charge of engineering for WJR Detroit resigned Sept. 30, but he will continue to serve as a member of the board of directors for Goodwill Station Inc., WJR licensee. Mr. Leydorf will devote full time to research and consulting activities. One of his clients will be WJR.

MR. LEYDORF

Mr. Leydorf joined WJR on March 1, 1946, as chief engineer. He was elected vice president in charge of engineering in 1948 and a director in 1949. Administration of the engineering dept. will be handled by Andrew Friedenthal (for WJR) and Clarence W. Jones (for WJRT Flint).

Blunder-Boss

EVEN the boss can "foul up" the operation of a television station. Aldo DeDominicis, general manager of WNHC-TV New Haven, has learned that lesson and views the experience with mixed emotions. When he neglected to read the "keep out" sign on one of the largest doors at his transmitter site atop Gaylord Mountain and stepped inside, he was greeted with popping lights, ringing bells and a dead station signal. Crestfallen, Mr. DeDominicis reported one compensating factor: he was "very glad" the safety device, rigged to cut the power when the door is opened, was in excellent working order.



*PLUS COVERAGE IN MASSACHUSETTS, LONG ISLAND, RHODE ISLAND AND EASTERN NEW YORK STATE

- **Population — 3,187,684**
- **No. of Families — 940,989**
- **Retail Sales — $4 billion**
- **Drug Sales — $112,863,000**
- **Food Sales — $1,076,130,000**
- **Family Spendable Income — $6,178**
- **Only VHF in Connecticut**
- **Set Count — 702,032**

ABOVE ARE LATEST FIGURES (SRDS 1954) BASED ON 100,000 WATTS COVERAGE

REPRESENTED BY KATZ

WNHC-TV

316,000 WATTS SOON

RADIO TOO!

Channel 8

NEW HAVEN, CONNECTICUT

NEW ENGLAND'S FIRST COMPLETE BROADCASTING SERVICE

Employes Trust Acquires Storer Broadcasting Common

STORER BROADCASTING Co. Profit Sharing Trust, in which 164 members of Storer Broadcasting Co. personnel now participate, has purchased 3,000 shares of common stock of the company, George B. Storer, president, has announced.

The transaction enables participants in the trust indirectly to become stockholders in the firm and to share in its future prosperity which the employes themselves are helping to create, Mr. Storer said. He said both the committee administering the employe's Profit Sharing Trust Fund and the participating employes have long felt the company's own stock should be included in the fund as a sound investment.

WABI-TV Want Ads

CLASSIFIED AD department has been added at WABI-TV Bangor, Me., with a new daily show, *Classified Ad Program.* Leon P. Gorman, general manager, claims the Monday-Saturday telecast is the first of its type to be shown in the New England area. Since the classified section of any newspaper produces a sizeable revenue for the paper, Mr. Gorman sees no reason why this will not also be true in tv. The show has been on the air three weeks on an experimental basis and already is 70% sold out according to Mr. Gorman.

Sales Picture of the BOOMING midwest market!
KFYR-tv
Channel 5
BISMARCK
KFYR-tv

Check off KFYR-TV on your media list for unrivalled impact in one of the nation's healthiest, fastest growing markets. When you channel advertising dollars to KFYR-TV, your sales message goes into prosperous Upper Midwest farm homes with family buying power near the nation's peak.

NBC CBS DUMONT

KFYR-tv CHANNEL 5 BISMARCK, NO. DAK.

Represented Nationally by JOHN BLAIR

WBC Elects Harmon As Engineering V. P.

ELECTION of Ralph N. Harmon, engineering manager of Westinghouse Broadcasting Co., as vice president for engineering has been announced by Chris J. Witting, WBC president.

Mr. Harmon, in his new capacity, continues to direct and supervise technical and engineering operations at WBC radio and tv stations: WBZ-WBZA Boston-Springfield and WBZ-TV Boston; KYW and WPTZ (TV) Philadelphia; KDKA Pittsburgh; WOWO Ft. Wayne, Ind.; KEX Portland, Ore.; KPIX (TV) San Francisco.

MR. HARMON

A board member of WBC since June 1952, Mr. Harmon started in radio as an engineer at KDKA and since has served in nearly every technical phase of the broadcasting field. Only recently he directed engineering operations which returned WBZ-TV to normal operating condition after its facilities had been crippled by Hurricane Carol [B•T, Oct. 4].

Mr. Harmon joined WBC in 1929; has delivered numerous engineering papers before various sections of the Institute of Radio Engineers and NARTB; has been granted some 12 patents; is a registered professional engineer in Washington, D. C.; an IRE fellow and member of AIEE, has served as vice chairman of FCC's Industry Committee and the Radio Propagation Advisory Committee; was industry advisor for the third NARBA, and served on the National Television Systems Committee.

WMGM Garden Series Starts

WMGM New York was set to launch last Saturday what it described as "the largest schedule of winter sports broadcasting in its history," during which time about 200 events promoted by the Madison Square Garden Corp. will be broadcast.

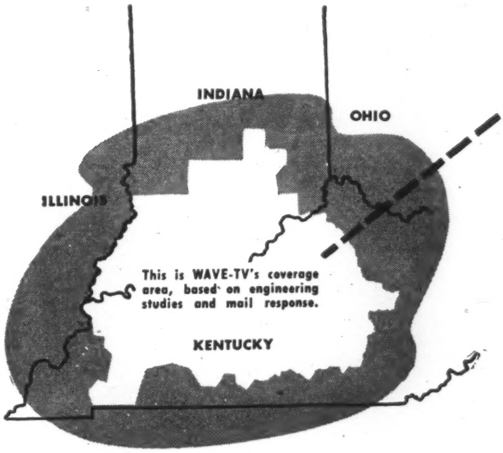
The opening broadcast Saturday featured the hockey game between the New York Rangers and the Detroit Red Wings. The schedule will extend through March, 1955.

Among the advertisers who are participating in the 1954-55 schedule on WMGM are Coca-Cola Bottling Co., Adler Shoe for Men, and Wildroot Co.

Ubiquitous Adams

CEDRIC ADAMS, WCCO-AM-TV Minneapolis personality and a newspaper columnist, may soon be wending his way into thousands of kitchen cabinets and family medicine chests—perhaps not personally, but at least through the power of advertising. Cedric Adams Inc. has been formed to license the name "Cedric Adams" as a brand name on food and household products. Agency representative Addison Lewis Co. reports the license arrangement will allow manufacturers of selected products to capitalize on the Adams personality and "in every instance they will be products or services actively used by Adams and his family and which lend themselves to the upper Midwest distribution pattern."

HUDDLING?



This is WAVE-TV's coverage area, based on engineering studies and mail response.

CONFERENCE TABLE

Call in the statistical platoon if you like, but the best way to find the station that reaches the biggest TV audience in Kentucky and Southern Indiana is to...

CALL YOUR REGIONAL DISTRIBUTORS!

Pick up the telephone now and call your wholesaler in Louisville, then Evansville, then Lexington.

Ask them, "What TV stations do your neighbors prefer?"

These little huddles will cost a few bucks, but you'll know the score at kickoff time.

WAVE-TV

CHANNEL 3 LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

Grand Jury Criticizes WHAS And Newspaper Affiliates

WHAS Louisville and the affiliated *Times* and *Courier-Journal* were criticized Oct. 1 by a Jefferson County (Ky.) grand jury for broadcast and published material which the jury said "borders on the obstruction of justice."

The grand jury has been probing an alleged Communist plot in the dynamiting of a Negro's home in a white neighborhood. Six persons were indicated on charges of advocating sedition. The newscasts of Richard Oberlin, WHAS news director, were mentioned by the jurors.

In its presentment, the grand jury referred to a statement in the October *American* magazine by J. Edgar Hoover, FBI director. This statement charged that "a former labor agitator in the North, a leader in red-front organizations and political campaigns. . ." is connected with a southern tv station and maintains secret ties with the Communist Party while being in a position" to shape attitudes in a large audience."

Fellows Doubts Propaganda Use

NARTB President Harold E. Fellows, interviewed by a *Courier-Journal* reporter on the Hoover statement, was quoted as saying he had "a good idea of the identity" of the purported Communist but doubted if he could use the station "for propaganda purposes." Mr. Fellows saw no danger of Communist propaganda on American stations, according to the article.

The grand jury called Mr. Oberlin to answer questions about newscasts. According to the *Courier-Journal,* Mr. Oberlin was questioned about his sources and said afterward that the jury and public would benefit if more information on the investigation were released.

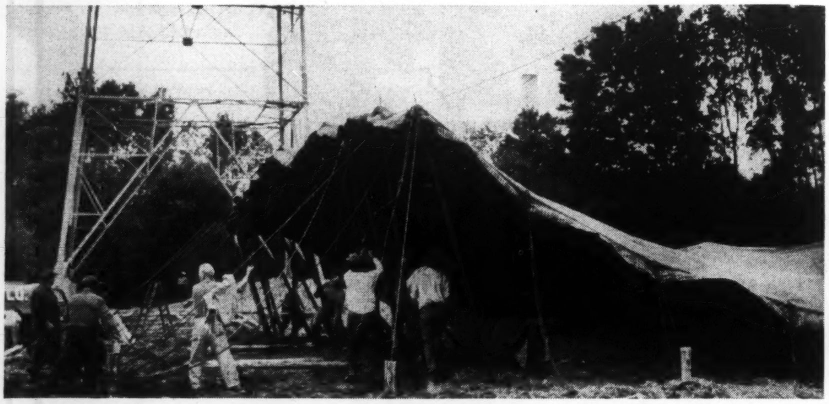
A motion to cite Richard Harwood, *Times* reporter, for contempt of court when he declined to reveal a source of information, was dropped by the commonwealth attorney.

WTVW's 'Big Top' Keeps Construction Going

WTVW (TV) Milwaukee has a rendezvous to keep, and to insure itself against the contingency of inclement weather the station has "gone tenting" on the studio and transmitter foundation. WTVW had said it would be on the air on October 27, but recently work on the building has been held up for several days by heavy rain.

To prevent further delays, a mammoth tent was erected over the 3,500 sq. ft. foundation, underneath which the entire building will be constructed. When the work is completed WTVW plans to "fold its tent like the Arabs" and begin telecasting. Work on a temporary 200 ft. tower was to begin last Thursday with completion scheduled for this week.

Plans then call for construction of a permanent 1,105 ft. transmitter tower, which will allow the ch. 12 station to broadcast on full 316 kw power early next year, according to the station.



IN KEEPING with the tradition that "the show must go on"—this particular one on Oct. 27—workmen erect a tent which will allow WTVW's studio and transmitter foundation to be constructed despite interference from the elements.

D. C. Fm Outlet to Stay on Air Following Promise of Capital

LAST minute promise of new capital has prompted WCFM (FM) Washington to change its plans to surrender its license last Monday night [B•T, Oct. 4], with the station scheduled to stay on air pending result of the negotiations with "new capital," according to John W. Corwin, manager.

Station, which was owned cooperatively by organizations and individuals, has been operating under a reorganization trustee since Aug. 10. The new ownership, if arrangements are consummated, will contain C. Edward Behre, present president, as one of the new owners. If the plan goes through, there will be no change in the present staff or programming format, Mr. Corwin said. WCFM, operating on 99.5 mc (ch. 258) with 20 kw, emphasizes high-fidelity "good" music, news and commentators, and cultural programs. It has been sustained largely by listeners' contributions during the last few years. It began operating in 1948.

KOAT-TV Interconnected

KOAT-TV Albuquerque, N. M., reports that it is interconnected with the nationwide network as the result of the microwave installation joining Amarillo, Tex., with Albuquerque. AT&T Long Lines Dept. previously announced that the microwave extension made it possible for KOB-TV and KGGM-TV, both Albuquerque, to be connected to the network [B•T, Oct. 14].

LBS Suit Against NFL Asks $2.1 Million

DEFUNCT Liberty Broadcasting System has sued the National Football League in U. S. District Court, Philadelphia, for $2.1 million damages under the anti-trust laws. Suit was filed Oct. 1 after two delays while attorneys for the LBS trustee sought a settlement with Bert Bell, NFL commissioner [B•T, Oct. 4].

The suit charged that NFL "unlawfully" restrained the broadcasting of pro football games. It also named nine of NFL's present 12 member teams (Chicago Bears, Chicago Cardinals, Cleveland Browns, Detroit Lions, Green Bay Packers, New York Giants, Philadelphia Eagles, Pittsburgh Steelers and Washington Redskins).

Damages Sought

LBS asked the following damages: $100,000 in losses in 1949, $300,000 for losses in operation in 1950 and 1951, $300,000 for losses in profits in 1950, 1951 and 1952. This totals $700,000, but under the law the plaintiff may ask for triple damages—$2.1 million.

LBS suspended operation in 1952 when proposed arrangements to broadcast major league baseball and football failed to materialize. It owed creditors $900,000, it was reported.

Anti-trust suit is based on last year's decision in Philadelphia Federal court that NFL could not restrict radio broadcasts of league games. Court held, however, that the league could "black out" telecasts of league games which compete with home contests.

Complaint, brought by William J. Rochelle Jr., trustee of the bankrupt network, alleged that LBS reached a peak of 400 affiliates but was forced to go out of business when it was

another DU MONT
Multi-Scanner
now serving...
WREX-TV

High Caliber

"Treasury Men in Action" reports tomorrow to ABC with Chevrolet as sponsor

Tomorrow night ABC captures another famous program! "Treasury Men in Action," with proven appeal, adds new excitement to Thursday's schedule, and a welcome new star . . . Walter Greaza . . . and an important new sponsor . . . Chevrolet. So far this season 18 new advertisers have lined up on ABC.

You're in smart company on **ABC-TV**

AMERICAN BROADCASTING COMPANY

unable to contract for the broadcasting of pro football and baseball.

Petition said that Liberty had "at all times been willing to pay higher prices for broadcasting rights . . . than any other network or sponsor proposing such broadcasts."

LBS was organized in 1948 by Barton R. and Gordon B. McLendon. The McLendons own KLIF-AM-TV Dallas, KELP-AM-TV El Paso and KTLG (TV) Corpus Christi, all Texas.

Hurlbut to Join F&P In Tv Promotion Post

APPOINTMENT of John F. Hurlbut, former advertising and promotion manager of NBC-owned WNBC and WNBT (TV) New York, as television promotion manager of Free & Peters is being announced today (Mon.) by Lloyd Griffin, vice president in charge of tv for the national representation firm.

MR. HURLBUT

Mr. Hurlbut succeeds Lorin S. Myers, who joins American Research Bureau Oct. 12 (see story page 34).

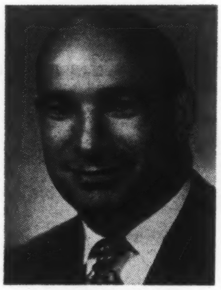
Mr. Hurlbut was manager of audience promotion for NBC-TV before moving over to the network's New York owned stations almost two years ago. He was promotion manager of WSYR and WSYR-TV as well as the *Post-Standard* in Syracuse before moving to New York.

His appointment with Free & Peters is effective Oct. 18.

STATION PEOPLE

Vic Rugh, formerly manager, KORC Mineral Wells, Tex., to KHUB Watsonville, Calif., in same capacity.

Jack Sandler, sales dept., KOWH Omaha, Neb., appointed sales manager.



MR. SANDLER

C. Brent Kansler, formerly assistant, Greater National Capital Committee, Washington Board of Trade, Washington, to WBAL-AM-TV Baltimore as sales promotion manager.

Martha Rose, formerly chief estimator, Ted Bates & Co., N. Y., to Product Services Inc., same city, as timebuyer for all accounts.

Andrew Karnig to international div., Young & Rubicam Inc., N. Y., as account executive; **Carmen Stokes** rejoins division as head, Spanish copywriting department.

James E. Fox, sales representative, KMJ Fresno, to KFMB San Diego in same capacity; **Patrick J. McGuiness,** newscaster, KLAC Hollywood, to KFMB as news editor, succeeding **Ray Wilson,** who becomes full-time newscaster.

Harry Edgar to CKWS-TV Kingston, Ont. (target date: Nov. 15), as commercial manager; **Bill Luxton** to CKWS-TV as program director; **Bert Cobb** to station as chief engineer.

Charles N. Cutler, engineer, WNOP Newport, Ky., to WOCH North Vernon, Ind., as chief engineer.

Kenneth H. Cook, formerly chief engineer, KMBC-TV Kansas City, Mo., to KCKT-TV Great Bend, Kan. (target date: November), in same capacity.

Bill Lansing, merchandising and sales representative, General Mills Inc., Minneapolis, to WCCO there as special services supervisor.

Stanley Rames, formerly with scenic design dept., NBC-TV Chicago, to WDSU-TV New Orleans as art director.

Steve Rowan, news editor, KACY (TV) Festus, Mo. (suspended operations, CP still retained), to WMIX Mt. Vernon, Ill., in same capacity; **Mike Shield,** formerly with WCHA-AM-TV Chambersburg, Pa., to WMIX-FM as producer-disc m.c.

Roy Murray Schwartz, producer, WBZ-AM-FM Boston and WBZA-AM-FM Springfield, Mass., appointed assistant sales promotion and advertising manager of stations.

Irv Smith, producer, WCCO Minneapolis-St. Paul, to WDGY there as morning disc m.c., succeeding **Dean Sherman,** who moves to sales staff.

Arch Presby, announcer, NBC, returns to *Uncle Archie* program, KNBH (TV) Hollywood.

Jerry Martin to WLEY (FM) Elmwood Park, Ill., as newscaster-disc. m.c.

Bob Schulz, disc m.c., WKBR Manchester, N. H., to WELI New Haven, Conn., as newscaster.

Paul Shinkman returns to WASH (FM) Washington and WDON Wheaton, Md. (Commercial Radio Equipment Co. licensee for both) as newscaster.

Bob Connelly, WENS (TV) Pittsburgh, to sales staff, WLWD (TV) Dayton, Ohio; **Carlos Mittag,** WMTV (TV) Madison, Wis., to production staff, WLWD.

Bob Jackson to announcing staff, KLYN Amarillo, Tex.

Dick Nichols, formerly publications editor, Kansas State Board of Agriculture, to farm dept., WIBW-AM-TV Topeka, Kan.

Jean Mauro to advertising and sales promotion dept., KEX Portland, Ore., as assistant.

Jack Strickland, WACL Waycross, Ga., returns to Florida U. to resume radio-tv announcing-production studies.

Fred Fiske, disc m.c., WWDC-AM-FM Washington, featured in profile article, Oct. 7 *Hit Parader* magazine.

Sam Serota, special events director, WIP Philadelphia, will conduct Philadelphia Junto Radio Workshop for 11th year in station studios.

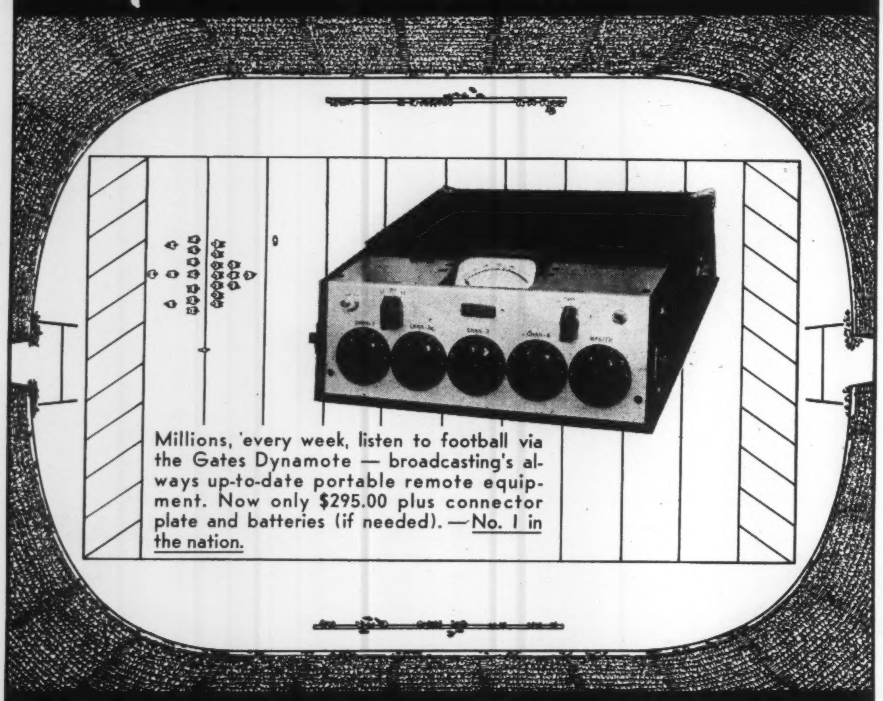
Jane Todd, women's commentator, KCBS San Francisco, addressed Motion Pictures Distributors in San Francisco Oct. 6 on United Crusade charity drive.

Inga Rundvold, conductor, *Inga's Angle,* WNBW (TV) Washington, was judge, Silver Spring, Md., Fire Prevention Parade Oct. 6.

Allan Schroeder, account executive, WBBM-TV Chicago, father of boy Oct. 2; **C. W. Doebler,** sales promotion manager, WBBM-AM-TV, father of girl, Deborah.

George Green, program director, WATV (TV) Newark, N. J., father of boy, Daniel, Sept. 21.

Frank Cresic, 23, writer-producer, WBBM-TV Chicago, died Oct. 1.



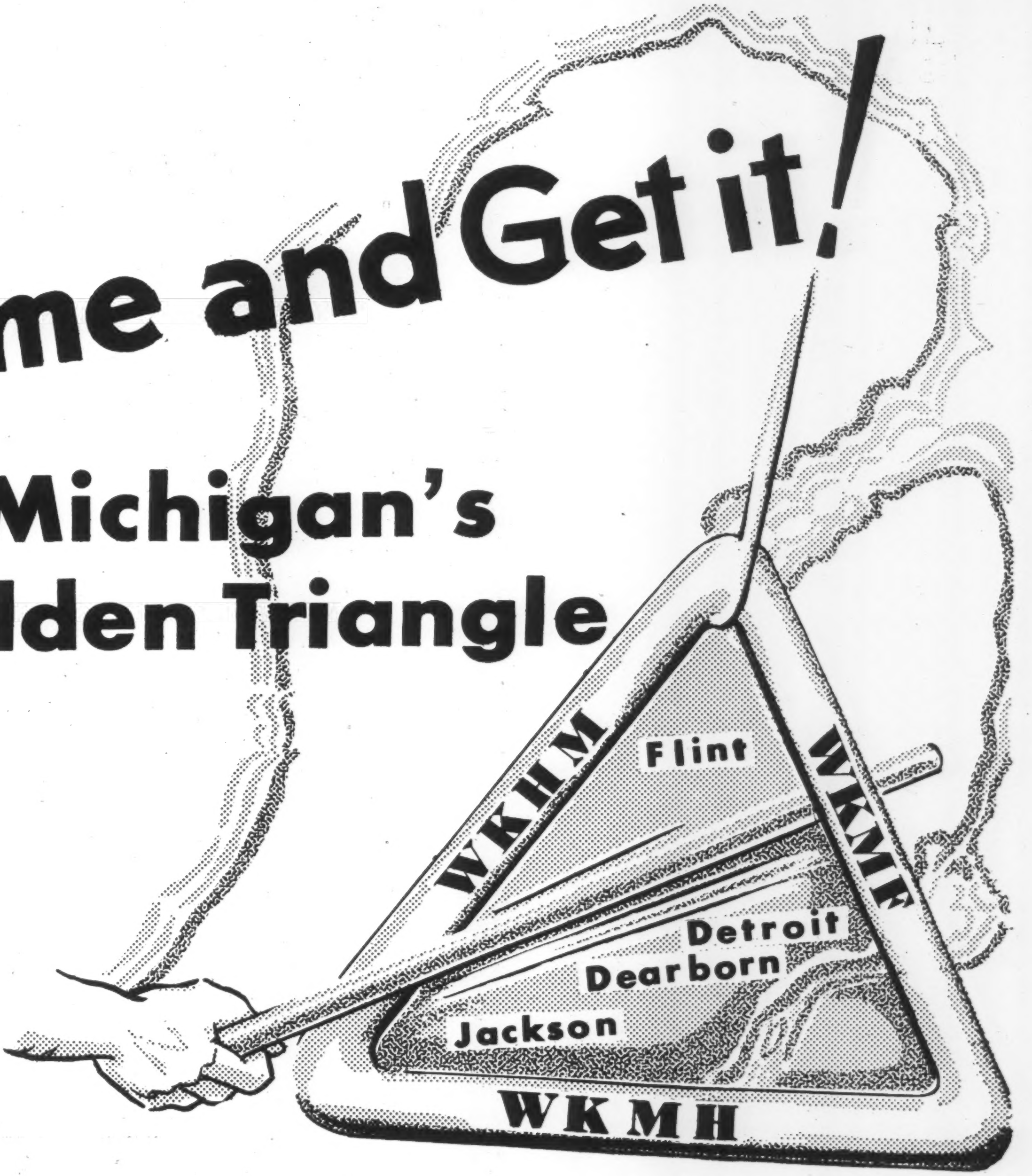
Top Rated in the Nation

Millions, every week, listen to football via the Gates Dynamote — broadcasting's always up-to-date portable remote equipment. Now only $295.00 plus connector plate and batteries (if needed). — No. 1 in the nation.

GATES RADIO COMPANY • QUINCY, ILLINOIS, U. S. A.

Come and Get it!

Michigan's Golden Triangle



77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH

DEARBORN

5000 Watts
(1000 WATTS — NIGHTS)

WKHM

JACKSON

1000 Watts

WKMF

FLINT

1000 Watts

IN
HOUSTON . . .
K-NUZ
LEADS IN COST PER 1000*
SETS EVERY MINUTE IN
EVERY DAY!

Share of Audience in
Cost Per 1000 Sets,
Monday through Friday.

MORNING
8:00 A.M. to 12:00 NOON
K-NUZ . . . 24c
IND. STA. "A' 60c
IND. STA. "B" 50c
IND. STA. "C" 60c
NET. STA. "A" 35c
NET. STA. "B" 35c
NET. STA. "C" 44c
NET. STA. "D" 28c

AFTERNOON
12:00 NOON to 6:00 P.M.
K-NUZ . . . 22c
IND. STA. "A" 48c
IND. STA. "B" 42c
IND. STA. "C" 60c
NET. STA. "A" 29c
NET. STA. "B" 29c
NET. STA. "C" 47c
NET. STA. "D" 50c

EVENING
6:00 P.M. to 12:00 P.M.
K-NUZ . . . 22c
IND. STA. "A" 60c
IND. STA. "B" ...... (OFF)
IND. STA. "C" $1.20
NET. STA. "A" 48c
NET. STA. "B" 35c
NET. STA. "C" 49c
NET. STA. "D" 72c

*APRIL - MAY PULSE
Share of Audience
against SRDS One Minute Rates

Write - Phone - or Wire
Forjoe & Co. - Nat'l Rep.
or
DAVE MORRIS at KE-2581
K-NUZ Radio Ranch

K-NUZ Leads in Cost per
1000 Sets Saturday and
Sunday, too.

CBS Inc. Reorganizes West Coast Operations

CBS INC. last week further realigned its West Coast radio and television operations as part of a continuing reorganization begun in the summer of 1951 when the network split its radio and tv operations into separate divisional entities.

Affected, according to a joint announcement by CBS Radio President Adrian Murphy and CBS-TV President J. L. Van Volkenburg, are the auditing, labor relations, legal, personnel, photographic, program clearance, purchasing and storekeeping departments which are being transferred to CBS-TV because "the larger part of the work is now attributable to television."

Overall supervisor of these departments will be Charles L. Glett, CBS-TV vice president in charge of network services, Hollywood, who also continues his responsibilities for tv departments, general business and operational functions.

Under the reorganization, Lester Bowman has been appointed director of physical operations for CBS-TV in Hollywood and Theodore Denton becomes manager of technical operations for CBS Radio. John Minkowsky will supervise CBS-TV accounting activities in Hollywood. A supervisor of the CBS Radio accounting department, it was said, "will be selected within the near future." In other changes, Ed Nathan will head CBS-TV's editing department in Hollywood and Samuel Froelick, formerly senior editor, will manage the CBS Radio editing department there.

12 Am Outlets Form Calif. Rural Network

FORMATION of the California Rural Network, with 12 independent radio station-members throughout the state, was announced last week in Los Angeles and San Francisco.

Members are KPAS Banning, KBMX Coalinga, KDAC Ft. Bragg, KOCS Ontario, KMOR Oroville, KAFP Petaluma, KBLF Red Bluff, KRNO San Bernardino, KROG Sonora, KTKR Taft, KTUR Turlock and KWSO Wasco.

The network will offer combined facilities of any three or more stations to national spot advertisers, network executives said. Single billings and single contracts are in effect with discounts ranging up to 33 1/3% of regular rates, they added.

"A package sales unit of this type permits advertisers to use smaller home-town stations with a minimum of effort and on a competitive price level with a maximum of merchandising impact," a network statement said.

CRN executive offices are located at 111 N. LaCienega Blvd., Beverly Hills, with Art Chipman in charge, and a sales office at 233 Sansome St., San Francisco, with William Ayres in charge.

DuMont Tightens Belt, Drops Two Sustainers

DuMONT Tv Network has tightened its programming belt a couple of notches, the economical "new look" resulting in the dropping of two unsold programs *Author Meets the Critics* (Sun., 7-7:30 p.m. EST) and *The Goldbergs* (Tues., 8-8:30 p.m. EST).

Author is a sustainer. DTN cut this off the air after yesterday's (Sunday) telecast. *Goldbergs* currently is sponsored by Vitamin Corp. of America but its contract ends Oct. 19 and DuMont says it has no plans to continue the show beyond that date.

While further DuMont plans are not known, the network's director, Ted Bergmann, said the current moves were made to consolidate DuMont's "sustaining money now to make a push in January." According to Mr. Bergmann, *Author* has not sold and few stations carry it—"so there's no point in our carrying it as a sustainer."

DuMont spokesmen denied any decision has been made to drop *Time Will Tell* (Fri., 10:30-11 p.m. EST), a sustainer, and also pointed out that the network will resume weekly hour-long concerts by the Chicago Symphony Orchestra on Wednesday (9-10 p.m. EST) for 26 weeks.

DTN's present plan is to replace *Author* with another show, as yet unselected. Admiral Corp.'s *Life Is Worth Living* returns Nov. 2 to the Tuesday, 8-8:30 p.m. EST period occupied by *Goldbergs* during the summer.

DuMont officials say that the reappraisal of programming was in the normal process in line with the belief expressed by Mr. Bergmann that it was better to conserve money on sustainers in order to build new shows which

RELAXATION is the keynote of this sales promotion meeting held in Brownsville, Tex., by the Texas Spanish Language Network. L to r: Joe Harry, TSLN Texas representative; Robert N. Pinkerton, general manager of XEO-XEOR Brownsville; Juana Maria Pinkerton, XEO-XEOR commercial manager and star of *Juana Maria Show;* J. H. Mayberry, general manager of KUNO Corpus Christi; Severo Garza, director of operations in Mexico for XEO-XEOR, and L. E. Richards, general manager of KIWW San Antonio. Pedro Meneses of XEJ El Paso, the other member of the group, was unable to attend the meeting which planned national and regional promotions.

WHO'S WHO

Masquerade Party brings new faces to ABC . . . unmasks new celebrities, new gags, new sponsors

Television's star-studded panel show, Masquerade Party, moved last Wednesday night to ABC. From start to finish, the show with the unique guess-who format, show-cases more celebrities per minute than any other half-hour on television. Sponsored on alternate weeks by *Remington Rand* and *Esquire Boot Polish*, MASQUERADE PARTY is an "added starter" on ABC's all-new, exciting Wednesday night schedule.

You're in smart company on ABC-TV

AMERICAN BROADCASTING COMPANY

PETER DONALD
BUFF COBB
OGDEN NASH
ILKA CHASE

may be more salable. No personnel cutback is anticipated in connection with the program cut, it was said.

Mr. Bergmann also noted that "this time of the year is when the stations are filled up the most and interested the least in sustaining programs."

KPIX (TV), DuMont Split After Grid Incident

KPIX (TV) San Francisco, CBS-TV affiliate in that city, has cancelled its contract with the DuMont Television Network, according to General Manager Philip Lasky, due to an alleged violation of contract by that network.

Mr. Lasky's decision came after DuMont announced that professional football games would be carried by KOVR (TV) Stockton, Calif., ch. 13, as well as KPIX.

KOVR, located on Mount Diablo, covers the Bay Area and parts of central California.

Mr. Lasky reported that just a few weeks ago DuMont had assured his station it would have exclusive rights to the games.

Elmore B. Lyford, director of station relations for the DuMont network, said that as a result of an honest difference of opinion and by mutual consent of both parties, "the affiliation agreement between DuMont network and KPIX is terminated effective immediately and KOVR will be DuMont's sole affiliate in Northern California and the San Francisco Bay Area.

A. E. Joscelyn, manager of KOVR, confirmed that his station is televising the DuMont games, and is now officially affiliated with the DuMont network.

DISCUSSING PLANS for "aggressive merchandising," network integration and color telecasting at the second annual meeting of DuMont Tv Network's o&o stations in New York [AT DEADLINE, Aug. 30] are (l to r): Norman Knight, manager of WABD (TV) New York; Harold C. Lund, general manager, WDTV (TV) Pittsburgh; Leslie G. Arries Jr., manager, WTTG (TV) Washington; Dr. DuMont, president of Allen B. DuMont Labs, Clifton, N. J.; Ted Bergmann, the network's managing director, and Donald H. McGannon, general manager of the o&o stations division.

BARRY QUITS NBC VICE PRESIDENCY

RESIGNATION of Charles C. (Bud) Barry, NBC vice president in charge of television program sales, was announced last week by Robert W. Sarnoff, NBC executive vice president [CLOSED CIRCUIT, Oct. 4]. NBC is not expected to appoint a successor.

In his letter of resignation, addressed to Mr. Sarnoff, Mr. Barry said: "Reviewing the fabulous progress of the company and its activities in television, I am proud of my many years of association and my modest contribution to it. It is my earnest wish that we will be meeting together from time to time on many industry projects." Mr. Sarnoff wrote in reply: "I share your sentiments on the future of television, and I, too, hope that we will continue to see each other on various industry projects."

Mr. Barry has not disclosed his future plans. His resignation came after he and NBC came to terms on settlement of his unexpired contract. He was named vice president in charge of television program sales late last year.

CBS-TV Adds Beaumont, Tex., And Three Canadian Affiliates

KFDM-TV Beaumont, Tex., and three Canadian tv stations have signed with CBS-TV; the Beaumont station as a primary affiliate and the Canadian stations as secondaries, Herbert V. Akerberg, vice president in charge of station relations, announced last week.

KFDM-TV (ch. 6), owned by Beaumont Broadcasting Corp. with C. B. Locke as vice president and general manager, will become a CBS-TV affiliate effective Dec. 25, while the affiliations of the Canadian outlets—CFPA-TV Port Arthur, Ont. (ch. 2), CFRN-TV Edmonton, Alta. (ch. 3), and CFQC-TV Saskatoon, Sask. (ch. 8)—were effective Sept. 5, Sept. 15 and Oct. 1, respectively.

Gould of 'Times' Pessimistic About Radio Network Future

NETWORK radio appears to face curtailment, with local radio becoming fiercely competitive, Jack Gould, *New York Times* radio-tv editor wrote in the Oct. 3 issue. Mr. Gould recently returned to the *Times* after 2½ months as information advisor of CBS Inc. [B•T, Oct. 4].

"The unpleasant truth at the moment is that the economics of tv have caught up with radio," Mr. Gould wrote. He said some stations will be hurt though no one believes "radio is going to die." He said radio "can and does perform far too great a service and in a military emer-

IT'S A Beautiful Picture!

Since 1910 the City of Miami and its Metropolitan Area, which comprises Dade County, has grown at an annual rate of from 7% to 9%. This rate of growth makes the Metropolitan Miami Area one of the fastest growing in the Nation! . . . what a spot for your Radio Message!

POPULATION OF THE MIAMI AREA*

Year	City of Miami	Dade County
1910	5,471	11,933
1920	29,571	42,753
1930	110,637	142,955
1940	172,172	267,739
1950	249,276	495,085
1954 (April)	295,000	678,000

Our millions of year 'round tourists provide a bonus audience. See your Hollingbery man for complete details . . . and WIOD's availabilities.

WIOD
Established January 18, 1926
MIAMI, FLORIDA

* Source: Bureau of Census, U. S. Department of Commerce

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC Affiliate
National Rep., George P. Hollingbery Co.

Mr. Vincent Sillitta, Traffic Manager of Clarostat Mfg. Co., Inc., discloses

"How this guided missile gets there on time!"

". . . 5, 4, 3, 2, 1, *fire* . . . and a Clarostat product helps head the missile for an 'enemy' bomber!

"But before its deadly rendezvous, that tiny part of the missile's 'brain,' a Clarostat resistor, had to keep another vital appointment—with the Guided Missile production schedule.

"That date was kept by Air Express!

"We ship up to 15,000 pounds of Clarostat Resistors per month by Air Express. Their sizes range from the one mentioned above—finer than a human hair—to shipments weighing one hundred pounds and more.

"With Air Express help, we can meet extremely exacting delivery specifications. Yet most shipments cost *less* than by any other air service. A 25 lb. shipment from Boston to Toledo, for instance, costs $6.45. That's 5¢ *less* than the next lowest air carrier—and the service can't be compared!"

It pays to express yourself clearly. Say Air Express!

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

WREX-TV
13
47,000 WATTS E.R.P.
FALL SCHEDULE
ASSURES YOU
THE "Lion's Share"
of the big
ROCKFORD - MADISON
AREA AUDIENCE

★*Disneyland*
★I LOVE LUCY
★U. S. Steel Hour
★PROFESSIONAL FOOTBALL GAMES
★Jackie Gleason Show
★Voice of Firestone
★N.C.A.A. Collegiate Football
★*Robert Q. Lewis Show*
★Blue Ribbon Bouts
★Bob Crosby Show
★Toast Of The Town
★PERRY COMO
★*Arthur Godfrey*
★Make Room For Daddy
★Meet Millie
★I've Got A Secret
★WHAT'S MY LINE
★*Strike It Rich*

WREX-TV
13
NOW SERVING
OVER 214,992
TELEVISION SETS
ROCKFORD - ILLINOIS
NETWORK AFFILIATIONS CBS •ABC
REPRESENTED BY
H-R TELEVISION, INC.

gency would be a necessity. But after eight years of television the day when the form and size of radio must change is unquestionably near."

Should radio exist without networks, he said, speculation would arise that tv might do the same. Advertisers are "bewitched by tv," he continued, and "network radio simply has become unprofitable for the network."

Mr. Gould wrote that radio must settle for a minority audience, programming music, news and discussion "which are tv's weak points." He said radio networks believe that anything they can do in these areas "the individual station can do for itself more profitably."

Hede, Barthelmess Named ABC Directors of Sales Service

PROMOTIONS of Henry Hede to director of sales service of ABC-TV and Steward Barthelmess to director of sales service for ABC Radio were announced last week by Harold L. Morgan Jr., ABC vice president and comptroller.

The promotions are to new positions created by consolidation of the network's sales service, order processing and station clearance functions into sales service divisions for both the radio and tv networks, Mr. Morgan explained.

Mr. Hede, joined ABC in 1942 as purchasing agent, has had periodic promotions, assuming in October 1953 the post of administrative manager of ABC-TV's network sales department. Mr. Barthelmess, who came to ABC's sales service department in 1950, has been sales service manager for the radio network since last July.

DuMont Has 7 Announcers For Football Coverage

DuMONT'S coverage of the 10 National Football League professional games, which started Oct. 4 and continues each Saturday evening through Dec. 11, may prove to be as tricky, shifty and complicated as any play on the field.

The network pointed out that as many as three announcers at one time will be airing the same game to different sections of the country on a national and regional basis. Seven announcers have been signed to do the play-by-play of all Saturday night games:

Chuck Thompson, nationally; Chris Schenkel on the New York-New England hookup; Byrum Saam, for the Philadelphia lineup; Bob Neale on the Baltimore regional; Joe Tucker, in the Pittsburgh area; Van Patrick, in the Michigan region, and Bob Kelley, on coast-to-coast.

Saturday games begin at 8 p.m. EST except for the West Coast games of Dec. 4 and 11, which go on the air at 5 p.m. EST.

Woodworth Named Director Of ABC Western Division

HARRY WOODWORTH has been appointed director of the ABC Radio Network's Western Division [CLOSED CIRCUIT, Sept. 27], Charles T. Ayres, vice president in charge of the ABC Radio Network, announced last week. He succeeds Francis Conrad, who has resigned.

Mr. Woodworth has been with ABC since 1948 as an account executive. Before that he was radio director of BBDO in Minneapolis, and later director of radio research, radio account executive and producer for the same agency in its New York office.

In and Out of Voice

MARIO LANZA got a reported $40,000 on the CBS-TV Chrysler *Shower of Stars* program Sept. 20 for mouthing the words to recordings made two years ago, network executives in New York and Hollywood admitted last week.

Last Monday, Mr. Lanza held a select recital in his home for an audience of 20 newsmen, network executives and photographers, at which B•T was in attendance. He robustly sang selections from "Il Pagliacci," hitting a natural C at one point, and finished with a rendition of "Be My Love" for the feminine members of the group.

To the question of why he did not sing on the preceding Thursday when he was in such excellent voice five days later, Mr. Lanza stated that extensive tests during his recent much-publicized reducing treatment had resulted in such low blood sugar and body dryness that his physician disclaimed responsibility should Mr. Lanza sing at the pre-recording session.

Mr. Lanza firmly announced: "Anything from now on, I will actually sing." He said he hoped to do further tv work, but did not go into detail.

AT&T Plans Relay Route

PLANS were announced last week by AT&T's Long Lines Dept. to construct the final segment of a projected radio relay route, which ultimately would stretch 1,000 miles west of Amarillo, Tex., to Los Angeles. Communications between the West Coast and the rest of the country now is furnished by a radio relay system, cables and open wire lines. A Long Lines spokesman said that since these facilities have reached their "practical circuit capacity," the proposed route is needed to handle the increased telephone traffic.

NETWORK PEOPLE

Bernard Trotter, CBC representative to United Nations, N. Y., appointed CBC representative, London, England.

Grady Hunt, costume head, NBC-TV *Hallmark Hall of Fame,* transfers to NBC-TV *Colgate Comedy Hour;* **Jack Bear** succeeds Mr. Hunt.

Peter Thomas to CBS Radio *Aunt Jenny* as announcer, succeeding **Dan Seymour,** who will devote full time to vice president duties, Young & Rubicam Inc., N. Y.

Laddie Marshack, publicist, Hecht-Lancaster Productions, Hollywood, to CBS Radio, same city, in similar capacity.

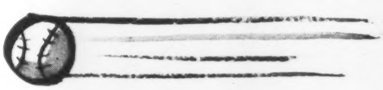
Joseph Connolly, co-writer and co-producer, CBS Radio *Amos 'n' Andy Music Hall* and *Amos 'n' Andy,* father of boy, Patrick Pearse, Sept. 26.

Joel Tall, audio technician, news programs, CBS Radio, author of book, "Techniques of Magnetic Recording," slated for Jan. 12 publication.

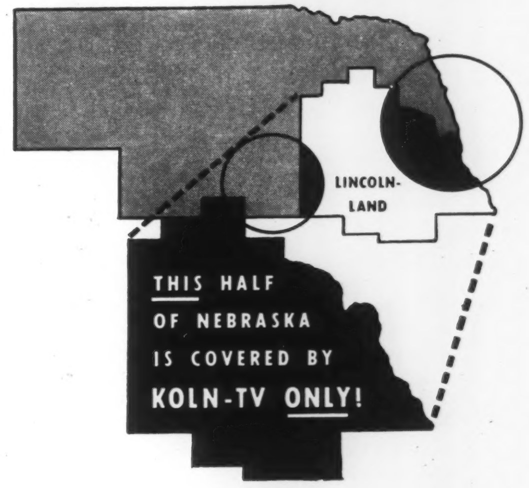
NETWORK SHORTS

ABC-TV's *Kukla, Fran & Ollie* (daily series, 7-7:15p.m. EST) being offered to affiliates for local sale; program currently is on WBKB (TV) Chicago and WABC-TV New York.

NBC has been presented collection of 800 photographic portraits of military and political leaders of World War II made by Comdr. Maurice Constant (USN, Ret.) at behest of President Roosevelt.



Is This "COVERAGE"?



The Felzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

Lincoln-Land is Nebraska's other *big market.*
It has about half the
state's population and half the wealth,
and most of its 186,000 families
are available via KOLN-TV only.
The map tells the story.

KOLN-TV COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

CHANNEL 10 • 316,000 WATTS • LINCOLN, NEBRASKA

ABC CBS DUMONT

Avery-Knodel, Inc., Exclusive National Representatives

The best
way to
sell the
KANSAS
FARM
MARKET

use the
KANSAS
FARM
STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN
Rep. Capper Publications, Inc.

NO CRYSTAL BALL
LIBEL
can forewarn you of
LIBEL • SLANDER
PIRACY
COPYRIGHT VIOLATION
BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.
WRITE FOR DETAILS AND RATES
Employers
Reinsurance
Corporation
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

JCET REPORTS ON EDUC. TV PROGRESS

A minimum of $25 million has been put behind educational tv. Twelve million people claimed within areas reached by operating stations.

EDUCATIONAL tv stations now on the air cover metropolitan areas having 12 million people, with another 10 million in primary service areas of nine stations now under construction, according to a report submitted last week to the FCC by the Joint Committee on Educational Television. Thirteen stations will soon start construction, it is stated, bringing the potential audience within the near future to 35-40 million.

A minimum of $25 million has been put behind educational tv, according to the report filed by Ralph Steele, JCET executive director. Details of the report were released by Dr. David D. Henry, executive vice chancellor of New York U. and JCET chairman.

Existing Service

Communities listed as having educational tv stations in operation are Houston; Los Angeles; East Lansing, Mich.; Pittsburgh; Madison, Wis.; San Francisco; Cincinnati; St. Louis; Ames, Iowa; Columbia, Mo. The Ames and Columbia stations operate on commercial licenses. KTHE (TV) Los Angeles is silent pending a fund-raising campaign. Soon to have educational tv, it is stated, are Chapel Hill, N. C.; Boston; Columbus; Champaign-Urbana, Ill.; Detroit; Seattle; Oklahoma City; Tulsa; Munford, Ala.

Construction will start in the near future, it was indicated, in Memphis; Chicago; New Orleans; Athens, Ga.; Atlanta; Denver; Philadelphia; Cleveland; Miami; Toledo; Nashville; Birmingham. Projected stations are sought in 32 communities.

Mr. Steelte cited "the extensive degrees of progress made in so short a time" in the light of the pressure of other educational needs and the challenge of arousing community support. He said nearly two-thirds of the 252 educational channels are in communities under 200,000.

The $25 million financial support was listed as follows: Legislatures and other governmental agencies, $5 million; school budgets, $2 million; commercial broadcasters, $3½ million; foundations, $10 million; business (non-broadcast) interests, $4 million; numerous religious, charitable and public welfare as well as individual donations.

EDUCATION PEOPLE

Kelly Snow to Northwest Radio & Television School, Portland, Ore., as registrars supervisor.

EDUCATION SHORTS

WCHS-AM-TV Charleston, W. Va., announces 140 persons enrolled in *Radio Classroom* and *Television Classroom* college credit course programs conducted in cooperation with Morris Harvey College, same city.

U. of Wis. Scholarships

THREE annual scholarships in radio journalism and radio engineering have been announced by the U. of Wisconsin at Madison. The scholarships, open to graduates, undergraduates or professionals are: The H. V. Kaltenborn Radio scholarship ($600 annually)—selection to be made on bases of scholarship, special aptitude for broadcasting, indications of a career in radio and financial need; The Joseph C. Harsch-Alfred I. duPont Awards Foundation scholarship ($250 annually)—to encourage graduate study in the social sciences by a radio newsman; The Radio Corporation of America scholarship ($800 annually)—offered as part of RCA's national scholarship plan to promote interest of undergraduate students of science in radio, tv and electronics. Complete information on these and other scholarships may be obtained from the University.

Educ. Tv-Radio Center Awards Eight Grants

SEVEN universities and colleges and one nonprofit educational organization have been awarded grants-in-aid totaling nearly $40,000 by the Educational Television & Radio Center at Ann Arbor, Mich. The grants, which were recommended by a committee of the National Assn. of Educational Broadcasters, through whom they will be administered, are part of a joint effort to "improve the quality of educational radio broadcasting by stimulating local programming."

Distribution of grants was as follows:

Ohio State U.—$3,200 for a series of 13 half-hour programs.

San Bernardino Valley College (Calif.)—$5,000 for 10 half-hour programs.

Millikin U. (Ill.)—$775 for twenty-six 15-minute programs.

U. of Michigan—$6,850 for 13 half-hour programs.

U. of Alabama—$5,350 for 18 half-hour programs.

U. of Texas—$5,400 for 13 half-hour programs.

U. of North Carolina—$6,750 for 13 half-hour programs.

Lowell (Mass.) Institute Cooperative Broadcasting Council—$6,750 for 13 half-hour programs.

The grants are for production of educational radio programs during the 1954-55 school year and all programs produced under these grants will be distributed nationally by NAEB.

WPIX (TV)-Hofstra Show

EDUCATIONAL activities will be expanded Oct. 18 on WPIX(TV) New York with a regular half-hour program produced in cooperation with Hofstra College, which marks the first experiment in tv education for the 20-year-old school. The series, titled *People*, will be produced by Worthington Gregory of the Hofstra staff.

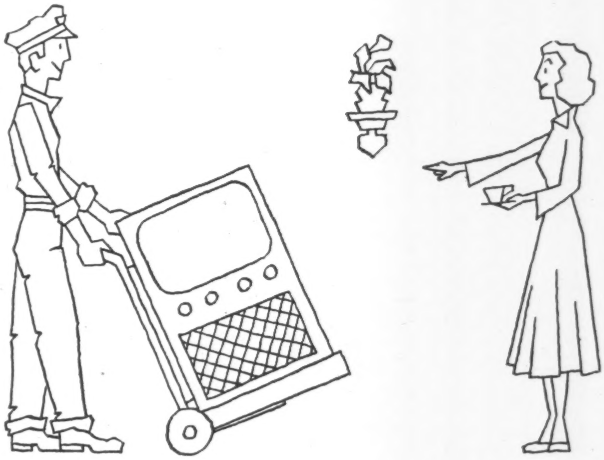
The programs will center on the psychology of human adjustment, with members of the college faculty leading the discussion. The format will utilize charts, photographs and film clips in addition to commentary. Director of the series will be Jack Felice of WPIX.

50th Commencement Held

FIFTIETH COMMENCEMENT of the National Academy of Broadcasting, Washington, D. C., was held Sept. 17. The academy, located at 3338 16th St., N. W., was opened in 1934 and, according to the school, one of the services has been the training of foreign diplomats and embassy attaches.

WOAI-TV
CHANNEL 4
SAN ANTONIO

the picture people prefer



Here's the best advertising buy in San Antonio today—morning and afternoon announcements on WOAI-TV. Since last September, 55,000 additional TV screens have lit up in the WOAI-TV viewing area, bringing the total to 210,000. That's like adding a market the size of Baton Rouge! NBC's outstanding morning programming, including "Today" and "Home", has been added. And WOAI-TV's average afternoon audience rating has **doubled** (Hooper, October '53, July '54). Add new, low package plan rates, with announcements for as little as $12 apiece, and you've got the biggest TV selling bargain in the Southwest. Ask your Petry man to prove it.

DEVELOPMENT OF NEW 21" RECTANGULAR COLOR TUBE ANNOUNCED BY DUMONT

Tube, when in production early next year, will sell for around $175 to set manufacturers, the same price as its 19-inch tube.

FIRST 21-inch rectangular color shadow mask picture tube with a picture area of about 225 square inches and of metal cone construction was claimed as a color landmark last week by Allen B. DuMont Labs.

First notice of the tube's development, given early in the week, was scant in detail. Later, however, DuMont revealed more of the tube's detail, noting that the development "has served to establish validity of our techniques for the manufacture of rectangular color tv tubes of the shadow mask type."

Questioned by B•T, F. P. Rice, DuMont's tube division manager, who with Kenneth Hoagland, chief engineer, presented a sample tube to Dr. Allen B. DuMont, the company's president, said that:

- The tube when in production—anticipated to be early in 1955—will sell for about $175 to set manufacturers, the same price at which the DuMont 19-inch round color tube now is tagged.
- Samples for the trade can be expected by the end of this year. There are no plans in the works for publicly demonstrating the tube.
- The tube is comparable in performance to the 21-inch round color picture tube developed by RCA and demonstrated only a few weeks ago [B•T, Sept. 20]. DuMont's tube does not lose any picture area because of its rectangular shape.

Color To Be Speeded

Mr. Rice said he believed the arrival of the rectangular color tube "will lend impetus to the color picture [the public's acceptance of color]. From the consumer viewpoint, the tube's development will speed up the entire color program."

He also said that credit for the tube's development primarily lay with Mr. Hoagland and his engineering staff.

DuMont spokesmen also said the rectangular tube could be fitted "along with minor modifications" in the same chassis which accommodates the 19-inch round color picture tube.

At the same time, it was emphasized that the tube which will go into production actually may be a 22-inch rectangular color shadow mask tube not of metal cone but of glass construction. Announcement of the current 21-inch tube, it was asserted, points up that the technical problem of producing a rectangular color tube "has been solved."

DuMont asserted that with its color tube technique perfected, it now expects to be able to make deliveries "in quantity in 1955." Spokesmen, meanwhile, emphasized that the 22-inch glass tube, if and when developed, would give more than 250 sq. inches of picture area. RCA claims that its 21-inch color tube, although round, with 250 square inches of viewing area, has 22% more viewing area than any other color tube produced at the time of its tube's showing in Princeton. RCA's expected Nov. 1 industry sampling of the 21-inch tube would be at the same estimated equipment price as DuMont's—$175.

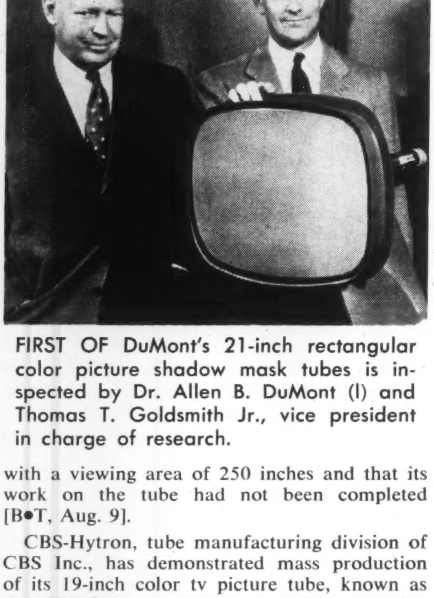
At the time RCA showed its new 21-inch color tube, the company also demonstrated a magnetic field equalizer, known as the Color Equalizer, which eliminates the need for magnetic shield and rim coil to guard against magnetic disturbances.

Set-maker executives, including Dr. DuMont and RCA's Dr. E. W. Engstrom, executive vice president of research and engineering, have claimed that one of the important factors in speeding commercial color's growth will be the supply of large-screen receivers of reliable performance suitable for mass production.

Last spring, Dr. DuMont told company stockholders that the lack of economical large-screen color tubes had blocked production of popular-priced, large-screen sets. He then predicted that "before very long" DuMont Labs "ought to be making a 21-inch rectangular color tube" and that "it should sell for less than $100 when mass production is accomplished." With color receivers at about the $500 price, Dr. DuMont had asserted, "that will be the time for large volume sale" [B•T, May 10].

It is known that other set makers are working on rectangular glass color tubes [CLOSED CIRCUIT, Sept. 13] but DuMont also claims that some of these tubes would not be of the comparable color mask type.

Philco about two months ago announced that it had developed a 21-inch color tube with a viewing area of 250 inches and that its work on the tube had not been completed [B•T, Aug. 9].



FIRST OF DuMont's 21-inch rectangular color picture shadow mask tubes is inspected by Dr. Allen B. DuMont (l) and Thomas T. Goldsmith Jr., vice president in charge of research.

CBS-Hytron, tube manufacturing division of CBS Inc., has demonstrated mass production of its 19-inch color tv picture tube, known as the CBS-Colortron "205" as well as showing tests of the tube itself [B•T, July 12]. That tube is claimed to be the closest in viewing size to the 21-inch black-and-white tube, offering 250 square inches of viewing area.

While DuMont has no plans at the present to demonstrate its rectangular color tube, company spokesmen emphasized that the tube has been amply and successfully tested.

In announcing the 21-inch color rectangular, DuMont Labs said of the tube's presentation:

"After congratulating the division's management and engineers on their significant contribution to the advancement of color television, Dr. DuMont announced that the tube would take its place in the DuMont museum alongside other 'firsts' in television for which DuMont is widely known."

Color Course Stress

CBS-Columbia is putting particular stress on the proper training of servicemen in the handling of color sets.

CBS' set manufacturing division emphasized that it has set up a complete color service training school in its new 20,000-sq. ft., one-story brick-and-steel headquarters building, opened Tuesday at 4850 34th St., Long Island City, N. Y., and warned that the company will not ship color tv sets to a distributor until one of his service personnel has "successfully completed" the training course.

The new building, which has parts storage space, workshops and executive offices, provides for specialized classroom instruction as well as workbench units for practical work by those attending the course. Harold J. Schulman, product service director, said CBS-Columbia currently is conducting a series of seminars for selected distributor service personnel at the new building. New seminars begin each Monday and continue for five days with some 50 hours of instruction, demonstration and practical work for the "student." Training includes discussion and demonstration of basic color principles, the CBS-Colortron "205" tube, signal transmission, basic circuitry, components, installation-maintenance and trouble-shooting procedures.

Color Tv Discussed At NEC Chicago Meet

DISCUSSIONS on the latest advances in electronics, including color television, drew thousands of engineers and other technical experts to Chicago last week for the 10th annual convention of the National Electronics Conference. The Oct. 4-6 sessions were held in the Sherman Hotel and were jointly sponsored by the Institute of Radio Engineers, Illinois Institute of Technology and American Institute of Electrical Engineers, along with two schools, in cooperation with Radio-Electronics-Television Mfrs. Assn., Society of Motion Picture and Television Engineers, and other schools. The convention and accompanying exhibits were designed "as a national forum on electronic research, development and application."

Highlight of the three-day meetings, Wednesday, was a technical session on television, featuring speakers from CBS Labs in New York and Westinghouse Electric Corp. Wilfrid F. Niklas of CBS discussed design considerations for triode systems of tv picture tube guns. C. H. Jones, J. W. Taylor Jr. and T. M. Moore, Westinghouse executives, aired views on linear color tv receivers and deflection systems using transistors.

Mr. Niklas reported that new cathode developments "may be important for future application even if they are now still in a developmental stage," referring to diffusion type and interred and hollow cathodes.

Mr. Jones predicted that one "advance" in color tv that can be anticipated is that of the linear color signal, as contrasted to that adopted for the industry by the National Television Systems Committee. He said the latter is nonlinear "in that changes in saturation generally cause changes in phase as well as magnitude of the color signal," a point frequently noticed by trade observers.

Messrs. Taylor and Moore discussed the

nature of the limitations on transistor elements that can be reduced by a novel circuit design utilizing a single vacuum tube. Transistors in deflection systems have limitations in power-handling ability, limited voltage rating, change in characteristics with temperature, and relatively low input impedance compared to vacuum tubes.

In a paper delivered by three Motorola Inc. technical specialists—Dr. William Firestone, Angus MacDonald and Henry Magnuski—these conclusions were drawn:

(1) Contrary to general belief, am and single sideband am transmitters are no better in practice than fm transmitters because of distortions and modulator non-linearities.

(2) Channel spacings closer than 15 or 20 kc will be very difficult to achieve in am and fm.

Dr. Alfred N. Goldsmith spoke Tuesday on "Blasting Away Scientific Roadblocks." Editor emeritus of Institute of Radio Engineers, Dr. Goldsmith lauded NEC's "symposium technique" methods, citing the groundwork for television laid by several panels of the NTSC as far back as 1940.

(Also see story on NEC awards, page 94)

PRICES ON TV SETS INCREASE SLIGHTLY

PREPARING for the usual fall selling season (65 shopping days to Christmas), tv set manufacturers have instituted a round of price increases that adds $10 to $20 to the list price of video receivers.

Interestingly, most manufacturers have not touched the price of their leaders—the low-priced table models that serve as promotional items for attracting customers.

During the past ten days, seven manufacturers upped prices on some sets in their 1955 lines. Biggest hike was by Philco Corp., which raised prices on 15 models by $10 to $20. Example: 21-in. table model, from $259.95 to $269.95.

DuMont, instead of increasing prices, introduced a new "wide horizon" line which is priced at from $10 to $20 above comparable receivers already in the line.

Emerson told dealers that it was going to boost its prices, and said details would be forthcoming.

Sylvania jumped list prices on five models from $10 to $20.

Majestic (a division of Wilcox-Gay Corp.) pushed prices up from $5 to $25 on seven models.

Stewart-Warner announced that prices of some models in its fall line will be marked up.

And CBS-Columbia raised the price of a single model by $10.

Costs Higher

Price boosts were required, most of these manufacturers said, because of increases in component costs, picture tube prices, higher labor costs and other production costs hikes.

It was also acknowledged that manufacturers had trimmed profit margins in recent months in order to keep sales volume up. Last summer, most manufacturers cut prices when they introduced their new models. Among these were Admiral, DuMont, Emerson, GE, Magnavox and Motorola.

Philco said its price increases were due to the rising cost of manufacture, "including substantial wage increases." In mid-June, Philco ended a 45-day strike with a 3.5% wage boost for its employes.

RCA Tube Div. Appoints Color Staff at Lancaster

APPOINTMENT of a separate operations staff for the administration of all activities connected with the engineering and manufacturing of color television picture tubes at RCA's Lancaster (Pa.) plant was announced last week by the RCA Tube Division.

Supervising the staff will be Harry R. Seelen, who recently was appointed manager of a newly-created RCA color kinescope operations department, with headquarters at the Lancaster plant. The new department divides Lancaster activities into two separate plant operations, one devoted exclusively to RCA color kinescopes and the other to RCA black-and-white kinscopes and other types of cathode-ray and power tubes.

Those appointed to the staff of the color kinescope operations department are: Donald O. Corvey, manager, purchasing; S. M. Hartman, manager, equipment development; Homer L. May, manager, planning and controls; C. Price Smith, manager, engineering; and Rex E. McNickle, administrator, quality control.

Kenneth M. McLaughlin, former manager of transistor manufacturing at RCA's Harrison (N. J.) plant, has been named manager of the RCA Lancaster color kinescope plant. Earl M. Wood continues as manager of the RCA Lancaster cathode-ray and power tube plant, one of the two manufacturing centers for the RCA cathode-ray and power tube operations department. That department, under the management of Carlos E. Burnett, has responsibility for the engineering and manufacturing of RCA black-and-white television picture tubes, oscillograph tubes, phototubes and numerous types of power tubes for industrial and broadcast use.

FROM

CAT WHISKERS

TO

RABBIT EARS

IN

WMBV

GREEN BAY PACKERLAND

In 1924 Packerland radio enthusiasts marvelled when their "cat whiskers" brought in distant sounds, just as tv viewers in 1954 bragged when their wind-whipped antennas and super boosters brought them snow-covered, flopping pictures.

But now 175,000 sets are bringing in the best of NBC shows and regional Packerland programs bright and clear on WMBV's Channel 11. And thousands of new viewers boast of perfect pictures with their inexpensive "rabbit-ear" antennas.

They're all watching for **you** to "Come Eleven" on Packerland's most powerful station.

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MILWAUKEE
Phone WOodruff 4-3587

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"I got reach"

But down in Northwest Alabama and Northeast Mississippi WERH reaches more folks than a Saturday night fish fry.

The reason for this is that WERH is long on entertainment. The sort of music and programs that the folks down here prefer. And WERH has a signal that reaches . . . not just reaches, but *dominates* the 14,695 square miles of its 0.1MV/M contour.

When you want your advertising buck to reach the most for the money WERH, the station for Northwest Alabama and Northeast Mississippi, is your station.

WERH 5000 watts 970 KC

Regional representatives, Dora-Clayton Agency
Mortgage Guaranty Building, Atlanta, Georgia.

National Representative: Hil F. Best Co.

BMI "Pin Up" Hit

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KAY BROWN . . . . Crown
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RETMA Plans Symposium To Cover Printed Circuits

THE Engineering Dept. of Radio-Electronics-Tv Mfrs. Assn. will sponsor a symposium on printed circuits Jan. 20-21 at the U. of Pennsylvania, Philadelphia, RETMA announced last week.

Purpose of the symposium is to promote a "more thorough understanding of the practical techniques, problems and applications of printed circuits and to provide an opportunity for discussion of recent developments in the field." The six sessions, to be under general direction of Donald W. Cottle, General Electric Co., Syracuse, N. Y., will feature:

Product Design Applications. Papers on conversion of specific products from conventional to printed circuit construction; problems of conversion and superiority or shortcomings of printed products as compared to conventional apparatus; techniques of the design of printed circuit products.

Reliability and Serviceability. Papers describing techniques for meeting Underwriters' Laboratories' requirements; specific reliability data, and special tests for reliability; papers concerning repairmen's acceptance of printed circuit products and their problems and repair techniques.

Management Considerations. Papers on converting a manufacturing operation from conventional electronic products to printed circuit products; papers on the economics of such changes.

Panel Session on Techniques of Producing Printed Wiring Boards. Panel of a chairman and one member to speak as an advocate of each system of producing printed wiring panels (etched, stamped, fired-on paint, etc.).

Printed Components and Components for Use With Printed Wiring. Papers on materials, printed components and other components for use with printed wiring.

Production Techniques and Manufacturing Methods. Papers describing quality control and inspection, assembly equipment, soldering techniques, etc.

Barkmeier Elected President Of RCA Estate Appliance Corp.

ELECTION of Paul A. Barkmeier as president of RCA Estate Appliance Corp. was announced last week by Robert A. Seidel, executive vice president of Consumer Products, RCA. Mr. Barkmeier, who will assume his new post Nov. 1, succeeds Cecil M. Dunn, who has resigned.

Mr. Barkmeier, who has been vice president in distribution, RCA, joined the corporation in 1948. He has also been associated with the financial and merchandising divisions of Marshall Field & Co. and Montgomery Ward & Co.

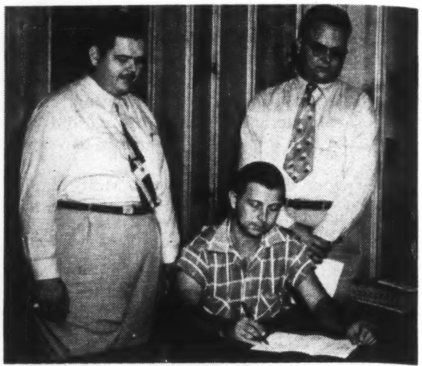
Raytheon Sets Color Goals

RAYTHEON Mfg. Co. has set a production goal of 2,000 color tv receivers for the rest of this year and 25,000 during 1955, it was announced Thursday by Henry F. Argento, vice president and general manager of Raytheon's tv-radio operations.

Sets tabbed for output the next few months will incorporate a 19-inch three-gun color tube and will sell for $1,095, it was explained. Next year's schedule calls for use of a 21-inch color tube, with retail price of under $1,000.

Muntz Hearing Set

DATE of Nov. 2 has been set for hearing objections to a new plan for reorganization of Muntz Tv Inc. and its subsidiary companies. Plan has been filed with U. S. district judge Win G. Knoch by trustees of forms. A petition for reorganization originally was filed last March when the company balance sheet showed liabilities of $13 million against $3 million in assets.



ORDER for equipment from Gates Radio Co., Quincy, Ill., which will raise WMTM Moultrie, Ga., to 5 kw power, is signed by (l to r) Dick Spruill, Gates' southeast sales engineer; Douglas Turner, partner in licensee Colquitt Broadcasting Co., and N. B. Mills, Colquitt partner and president. WMTM is on 1300 kc.

Hi-Fi Gear to Be Featured At Audio Fair in New York

SIXTH annual Audio Fair, an exhibit devoted solely to audio equipment, will open Oct. 14 at the Hotel New Yorker, New York. The four-day show is expected to attract an estimated 30,000 professional sound engineers and high-fidelity hobbyists, according to Harry N. Reizes, manager of the fair.

This year for the first time the fair will include a Sunday showing to serve those unable to attend during the week. Exhibit hours will be 1-10 p.m. Thursday through Saturday and noon to 6 p.m. Sunday.

The annual convention of the Audio Engineering Society, under whose sponsorship the fair is presented, will be held in conjunction. The society's annual banquet will be held Oct. 13 at the New Yorker.

The entire fair will be conducted around the theme "Audiorama" to dramatize the extent that hi-fi has taken its place in American living.

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Professor Edmund P. Learned

Harvard Graduate School of Business Administration—writes on

The Truth About Gasoline Prices

In these days of high prices it seems as if *everything* we buy costs at least twice as much as it used to. That's why it's encouraging to tell you about a commodity which, outside of increased taxes, actually costs little more than it did in 1925. I'm talking about today's gasoline.

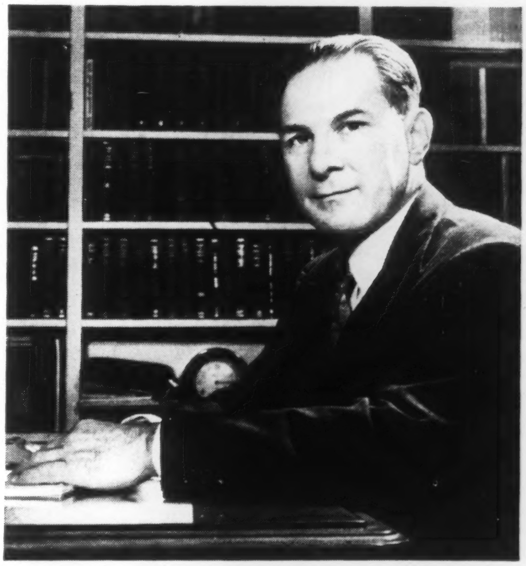
It is very important to note that the consumer owes this favorable price situation to one basic factor—the healthy struggle for competitive advantage among all U. S. oil companies and gasoline dealers.

I can demonstrate how this competition works by a study made of a typical midwestern oil company. This company was considered a price leader because of its dominant market position. Yet in Ohio alone its products were in active competition with the brands of 7 large national companies, 5 smaller but well established regional companies and the private brands of jobbers and large retailers.

The company's retail prices were the result of keen local competition. Except for differences in customer services or unusual locations, prices out of line with competition caused loss of trade. From the social point of view, retail prices in Ohio were sound. Consumers had ample opportunity to choose between varying elements of price, service and quality. Their choice determined the volume of business for the dealer and the supplying company. New or old firms were free to try any combination of appeals to attract new business. Even the biggest marketer had to meet competitive prices. And price leadership—in the sense of ability to set prices at will—was impossible. If, as rarely happened, a price was established that was not justified by economic forces, some competitor always brought it down.

Consider the effect of this competition since gasoline taxes were first introduced. The first state gasoline tax was enacted in 1919. Last year, in 50 representative American cities, federal, state, and local gasoline taxes amounted to 7½ cents that had to be included in the price paid by consumers. Nevertheless, management ingenuity contrived to keep the actual advance in price to consumers down to 3½ cents. This is an outstanding record in view of the general increases in wages and higher costs of crude oil.

This same competitive force among oil companies has resulted in the 50% gasoline improvement since 1925. The research and engineering efforts of the oil companies supported by the improved designs of automobile engines, have produced gasoline so powerful that today 2 gallons do the work that 3 used to do in 1925.



Edmund P. Learned, professor of Business Administration at the Harvard Graduate School of Business Administration is the author of a study on the pricing of gasoline by a midwestern oil company. This study, considered to be a classic on the gasoline price question, was published in the *Harvard Business Review* and is the basis for this article.

This is one of a series of reports by outstanding Americans who were invited to examine the job being done by the U. S. oil industry. This page is presented for your information by The American Petroleum Institute, 50 West 50th Street, New York 20, N. Y.

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114,000
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29th
Retail Market
SEE YOUR
HEADLEY-REED Man
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MANUFACTURING PEOPLE

O. O. Schreiber, assistant to president, Philco Corp., Phila, appointed vice president.

Edward L. Dodelin, assistant to manager, RCA Distributing Corp., Chicago, elected vice president in charge of sales; **Dr. James Hillier,** research director, Melpar Inc., N. Y., to research and engineering staff, RCA, as administrative engineer, headquartered at David Sarnoff Research Center, Princeton, N. J.

Karl Gauck, marketing and research director, Geare-Marston Inc., Phila., elected vice president and director.

Nathaniel B. Nichols, manager, research div., Raytheon Mfg. Co., Waltham, Mass., appointed assistant vice president of company; **Dr. K. C. Black,** formerly business manager, Polytechnic Research & Development Co., Brooklyn, N. Y., to communications engineering dept., Raytheon, as head.

James F. White, formerly vice president, CBS-Columbia Inc., Long Island City, N. Y., appointed general sales manager, Crescent Industries Inc. (high fidelity tape recorders, phonographs, record changers), Chicago.

Leon A. Wortman, magnetic tape recorders and high fidelity components national advertising and sales promotion manager, RCA, Camden, N. J., appointed sales manager, J. C. Warren Corp. (magnetic tape recorders), Freeport, L. I., N. Y.

Jack Moore to Skyline Mfg. Co. (antennas), Cleveland, as sales manager.

Robert K. Hartman, World War II and Korean War U. S. Signal Corps contracting officer, appointed government operations director, CBS Labs. and CBS-Columbia Inc., Long Island City, N. Y.

Brig. Gen. James S. Willis (U. S. Army, ret.), appointed research and development coordinator, Hallicrafters Co., Chicago.

Ronald E. Vedder appointed sales training supervisor, radio-tv div., Sylvania Electric Products Inc., N. Y., succeeding **John O. Painter,** who becomes district sales manager, Philadelphia territory.

M. Barry Carlton, executive director and reliability coordinator, office of Secretary of Defense, Washington, to defense products div., Magnavox Co., Fort Wayne, Ind., as general manager.

Robert J. Stein, executive, Acme Aluminum Alloys Inc., Dayton, Ohio, to government contract div., Allen B. DuMont Labs, same city.

Dr. Allen B. DuMont, president, Allen B. DuMont Labs., Clifton, N. J., will address Pulse Inc. 13th Annual Luncheon in New York Oct. 27 on "Progress in Television."

Ernest F. Leathem, assistant to president, Raytheon Mfg. Co., Waltham, Mass., elected chairman, procurement advisory committee, National Security Industrial Assn.

Harold H. Buttner, vice president, International Telephone & Telegraph Corp., N. Y., re-elected trustee, National Security Industrial Assn.

MANUFACTURING SHORTS

Berkeley div., Beckman Instruments Inc., Richmond, Calif., announces decimatic scaler, model 2020, featuring non-overloading input amplifiers—choice of 0.2 volts or 1 millivolt input sensitivity; 10-turn discriminator control +5 to +50 volts; preset time and count; electrical reset of register, timer and scaling circuits with single switch; precision H. V. supply with coarse and fine adjustments; stand-by H. V. switch position which prevents overshoot at warm-up; and line frequency test facility, according to company.

Atlas Film Corp., Oak Park, Ill., has completed all-color motion picture demonstrating use and operation of electronically-controlled robot machine assembly line of Admiral Corp., Chicago. It is to be distributed to dealers and distributors.

Audak Co., N. Y., announce Hi-Q7, "a high output chromatic reproducer that successfully overrides magnetic interference (from certain types of motors, etc.)."

Gyro Control Co. (Gyro Skid-Control), Beverly Hills, Calif., announces consolidation of sales div., Beverly Hills, and mfg. div., Chester, Ill., to MEMCO Co., Warren, Pa.

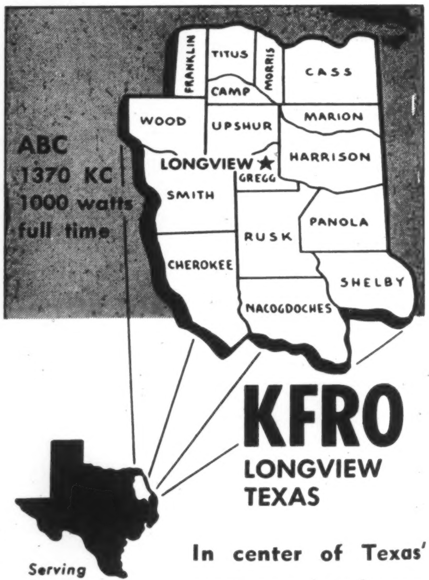
Shure Bros. Inc., Chicago, announce model "333" high fidelity studio unidirectional microphone which has extended frequency response of 30-15,000 c.p.s., plus or minus 2½ db and patented "Uniphase" system, according to company. It is designed for tv, motion picture, and professional recording studios and radio stations. Firm also announces Shure General Catalog 55 covering microphones, microphone accessories, magnetic tape, wire recording heads, crystal and ceramic pickup cartridges, crystal phonograph pickups and phonograph needles.

Chester Cable Corp., Chester, N. Y., has published brochure describing several wire and cable products for radio, electronic and tv industries.

Gray Research & Development Co., Manchester, Conn., announces Telop III, exhibited at NARTB convention earlier in year, in production with deliveries being made; new model projects both 4" x 5" opaque slides and 2" x 2" transparancies, according to company.

Krylon Inc., Phila., announces Dulling Spray, preparation designed to remove glare from shiny objects before tv cameras.

Collins Radio Co., Cedar Rapids, Iowa, has published brochure on its 17L-4 vhf transmitter and associated equipment.



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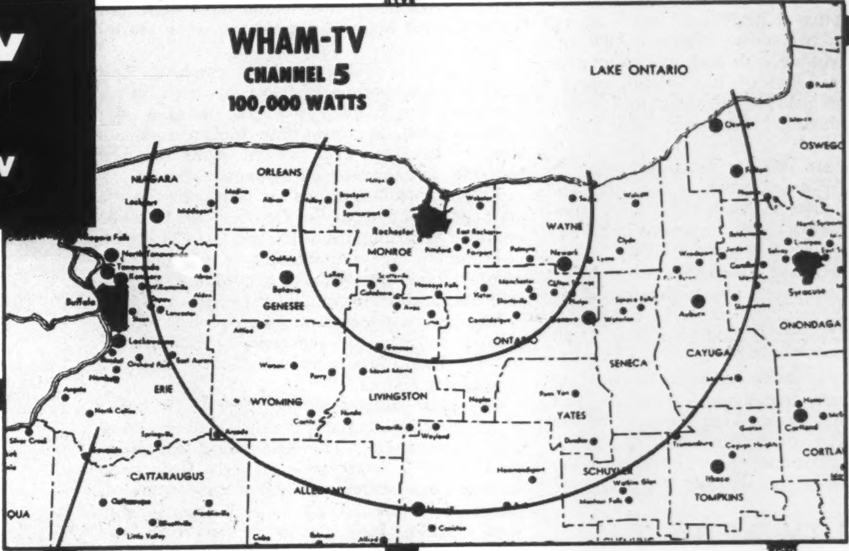
In center of Texas'
most populated area.
James R. Curtis, President

"Take 5"

to do the Best TV Sales Job in Western New York

now 100,000 watts WHAM-TV


WHAM-TV
CHANNEL 5
100,000 WATTS
LAKE ONTARIO
NIAGARA
ORLEANS
MONROE
Rochester
WAYNE
OSWEGO
GENESEE
Buffalo
Syracuse
ONONDAGA
ONTARIO
SENECA
CAYUGA
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Rochester's most powerful station—now telecasting on 100,000 watts—extends its leadership and coverage to 17 sales-producing counties.

When you want your product to gain first position in this area, use WHAM-TV—the first TV station that's still first.

**Sales Management 1954*

***population . . . 1,029,200**
homes . . . 315,050

WHAM-TV
CHANNEL 5

Rochester N.Y.'s MOST POWERFUL Station

AFTRA, NABET Strike Hits KEAR Operations

KEAR San Francisco-San Mateo, "Good Music" station, went off the air last Tuesday when members of the American Federation of Television and Radio Artists and the National Assn. of Broadcast Engineers and Technicians went on strike.

Engineers and announcers left their posts to picket studios in San Mateo and San Francisco and transmitters of KEAR at Belmont, in suburban San Francisco, as well as KXKX, fm affiliate, in Twin Peak Area of San Francisco.

Ken Hildebrandt, general manager of the station, denied that KEAR was unwilling to negotiate, as the two unions charged, but said it would not negotiate with both unions jointly. Steve Cisler, president of Bay Radio, operator of the station, said he, too, would be happy to reopen negotiations but with each union individually.

The unions are asking overtime pay for more than eight hours work a day, a wage scale closer to that of comparable Bay Area independent stations and improved working conditions.

NABET claims that its engineers are being paid only $75 per week, while the prevailing wage in similar stations is $135. AFTRA claims its announcers are paid as little as $1.50 an hour.

Mr. Cisler, in a statement to B•T, said that he cannot afford the unions' demands and charged that they were asking the scale of the "larger and more prosperous" stations.

Supervisory personnel have undertaken to get the station back on the air.

WGN-AM-TV, AFTRA Tiff On Time for Renegotiating

LABOR-management relations were slightly strained in Chicago radio-tv circles last week after a dispute involving WGN Inc. (WGN-AM-TV) and the American Federation of Television and Radio Artists.

Last Tuesday, the *Chicago Tribune* outlets filed a petition with Region 13 of the National Labor Relations Board charging that AFTRA was "unwilling to negotiate [new contracts] in good faith with a sufficient period of time for honest negotiations." Later in the week, both WGN Inc. and AFTRA agreed to meet for discussions on Oct. 12, which the union had originally requested, notwithstanding WGN Inc.'s contention that the meetings should have been held Sept. 21 or Sept. 24—at least 60 days before expiration of AFTRA contracts.

AFTRA pacts with WGN and WGN-TV as well as a number of other stations—including local network o&o outlets—expire Nov. 15 after being in effect two years. The others are CBS o&o WBBM-AM-TV, WBKB (TV), WMAQ, WNBQ (TV) and WLS. Discussions with these stations on new and/or revised pacts have been set by the union for Oct. 12-13.

Pension Plan Covers 18,000 Film Workers

A PENSION plan covering 18,000 tv and theatrical motion picture employes, reached after a year's negotiation between 200 employers and 40 guilds and unions, was announced in Hollywood last week.

The plan provides for both employer and employe contributions of two cents each for all "straight time" hours worked. Benefits will start in 1960, to allow time for an adequate fund to develop, with present plans for $20 monthly payments to participants.

Employer contributions are retroactive to the start of negotiations in October 1953, while employe contributions will start Oct. 24, 1954.

Minimum age requirement is 65, and the employe must have worked a minimum of 20,000 hours and 20 "qualified" years in film.

The plan is open to all employers in motion picture and "allied" industries, with Alliance of Tv Film Producers specifically included among negotiators.

The plan will be administered by a board of 16 directors, equally divided between labor and management. The first board chairman, elected Oct. 1, is George J. Flaherty, Hollywood international representative, International Alliance of Theatrical and Stage Employes, with Basil Grillo, Bing Crosby Enterprises, and Louis Gray, Flying A Productions, as director and alternate director, respectively, both representing ATFP.

AFTRA and Networks to Open Negotiations for New Pact

OPENING negotiations for a new contract between AFTRA and all radio and television networks will be held today (Monday) at the Park Sheraton Hotel, New York. The present pact expires Nov. 15.

AFTRA is expected to press for the demands outlined at its convention in Detroit last August [B•T, Aug. 9]. These include a non-employe contributing welfare and pension plan, an estimated 20% increase in basic fees and an improvement in working conditions.

WGAW Election Nov. 17 To Select 73 Officers

SLATE of 146 candidates will compete for 73 offices and positions in newly-formed Writers Guild of America West Inc., Hollywood [B•T, Sept. 6] election Nov. 17. WGAW's constitution provides for three overall WGAW officers and four trustee members to its council, to be elected by the entire membership; and to be elected by each individual branch of the Guild radio, tv and screen, three council members, three officers and 16 board members, respectively.

WGAW executive candidates include Gomer Cool and Paul Franklin, from radio, for vice president; Curtis Kenyon and Erna Lazarus, from tv, for secretary-treasurer, and Richard Breen and Frank Nugent, from screen, for president.

Nominees for four overall trustee posts on WGAW council, which must by group's constitution go to "well-established veteran" screen writers with, wherever possible, experience in other media, are Mr. Breen, Julius J. Epstein, Everett Freeman, Sonya Levien, Stephen Longstreet, Ronald MacDougall, Mr. Nugent and Barry Shipman.

Campaigning for the three radio seats on WGAW council are Mr. Cool, Peter Dixon, Lester Farber, Sam Perrin, Don Quinn, and Maurice Zimm; for the three tv seats, Gwen Bagni, David Dortort, Howard J. Green, Mr. Kenyon, Lawrence Kimble and Miss Lazarus; for the three screen seats, James Warner Bellah, Ivan Goff, Edmund Hartmann, Walter Reisch, Allen Rivkin and James Webb.

Candidates for radio branch posts are, for president, David Friedkin and Francis Van Hartesveldt; for vice president, Antony Ellis and Morton Fine; for secretary-treasurer, David Gregory and Robert Libott; and for 16 radio board seats, Tom Adair, Gil Doud, John Dunkel, Blake Edwards, Hy Freedman, Adrian Gendot, Kathleen Hite, Joel Kane, Mort Lachman, John Meston, E. Jack Neuman, Richard Pedecini, Roswell Rogers, Eric Strutt, Helen Thompson, David Vaile, Gene Wang, Martin Wark, Gene Webster and Paul West.

Candidates for tv branch posts are, for president, Fenton Earnshaw and Donn Mullally; for vice president, Dwight Babcock and William Sackheim; for secretary-treasurer, Morgan Cox and Eugene Vale; and for board seats, Lee Berg, True Boardman, George C. Brown, Frank Burt, Richard Collins, Dorothy Wright Cooper, Albert Duffy, Hal Fimberg, Paul Gangelin, Jerome Gottler, Leonard Levinson, William Lively, Ellis Marcus, James Moser, Martin Ragaway, Dean Reisner, Joe Richardson, Samuel Roeca, DeVallon Scott, Maurice Tombragel, Catherine Turney and Malvin Wald.

Thirty-eight candidates are competing for motion picture branch posts.

WGAW announces approximately 800 screen writers, 400 tv writers and 300 radio writers will be eligible to vote in the November elections. Candidates who run for two offices and are elected to both will assume the higher position, the WGAW nominating committee stated.

Baseball Pact Ends Plans By NABET to Sue NBC, Others

THE CIO's National Assn. of Broadcast Employes & Technicians has canceled its contemplated $6 million suit against NBC and various other parties as a result of an agreement reached before the recent World Series involving use of union technicians.

NABET threatened the suit last summer, naming NBC, Gillette Safety Razor Co., Maxon Inc., and baseball personalities, claiming the network had employed non-union technicians from WXEL (TV) Cleveland in the annual All-Star baseball contest. It pushed the proceedings to the arbitration stage, charging that WNBK (TV) personnel should have been used.

According to NABET, NBC recently agreed to employ NABET crews at both the All-Star and World Series classics provided the games were played in cities with NBC o&o stations.

the **GATES** Announco-mote

Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

National Board of Fire Underwriters
invites you to enter the

Gold Medal Awards

for
community fire prevention and safety

Fire
Safety
is YOUR
job, too

If you are a newspaper editor or the manager of a radio or television station, chances are you've plunked hard for fire prevention and safety. The extra stint you did was directed at saving lives and property, perhaps even your own. Most likely you gave little thought to reward for your time and effort . . . And it's possible they could have gone unnoticed, too.

But the fire insurance business wants to bring your activities to public attention, to honor you . . . to show others by example that what you have done, others, too, can do . . . that the terrible loss of 11,000 lives every year and nearly a billion dollars in property damage can be checked—at least reduced.

In the 13 years since the National Board of Fire Underwriters instituted its Gold Medal Awards for this purpose, 12 dailies, 8 weeklies, and 14 radio or television stations have been so honored and some 100 others, in their respective classifications, have received Honor Award Citations.

Your newspaper, radio or television station is eligible for these honors provided it makes outstanding contribution to fire prevention during 1954.

There are four classifications for entries—daily newspaper, weekly newspaper, radio station, television station. A Gold Medal or its equivalent of $500 in cash is awarded in each classification. In addition a number of Honor Award Citations are presented.

You may nominate yourself as an entry or be nominated by your local fire department, civic organization or town official. To support your nomination, a scrapbook of clippings, letters, photographs, recordings, or other material relating to your 1954 fire prevention activities should be submitted to the National Board of Fire Underwriters. The National Board will place it before a panel of judges.

The judges are outstanding representatives in your medium's classification—daily newspaper, weekly newspaper, radio or television. The National Board, of course, takes no part in the judging.

Deadline for 1954 Gold Medal Awards entries is February 14, 1955

Presentation of Gold Medals and Honor Award Citations usually is made at local civic functions. Generally these take the form of a luncheon or dinner attended by community leaders, municipal and fire department officials, joining together to honor the local newspaper, radio or television station.

The National Board of Fire Underwriters will welcome your entry and takes this means to invite your participation in its 1954 Gold Medal Awards.

Address all inquiries to Gold Medal Awards

NATIONAL BOARD OF FIRE UNDERWRITERS
85 John Street, New York 38, N. Y.

EAST GERMANY TV GETS MORE FUNDS

Plans are for a network of stations to saturate the Soviet Zone of Germany.

THE GOVERNMENT of the East Zone of Germany has tagged another 50,000,000 marks or $2,500,000 for construction of tv stations and studios. According to official reports, the planned tv network in the Soviet Zone of Germany would in the first place "be an instrument of propaganda." Entertainment is being put in the second place. Another part of the government's television plan provides for a large number of receivers to be put in public places as in "culture buildings," clubs and large factories.

Presently there are 1,500 television sets being operated in the East Zone. Sets are sold at about 3,500 marks or $175. This price is far from being low after Soviet Zone standards. The price is the equivalent of what a worker earns in 9 to 12 months in the Zone.

Sets can be used only to tune in to three channels, all of them belonging to television stations in the East. There are no provisions for a reception of Western Zone tv stations.

Program schedules mainly are made up of political discussions with a few Russian and East German motion pictures.

All sets are manufactured in one plant at Radeberg, E. Germany. According to reports there are serious bottlenecks in picture tube manufacturing (15 in. tubes only, up to now). Color tv is still far away.

The station construction program of the Soviet Zone government provides for a complete tv network in the area by the end of this year. Presently there are two stations, in Berlin and Leipzig, the two largest cities of the Zone. Three more stations—at Schwerin, Brocken Mountain and Inselberg—are under construction. Berlin officials claim that after the network will have been completed the Zone will be blanketed by television.

Commercial Radio 2 to 1

COMMERCIAL radio was preferred by more than 2-1 over national or government-subsidized broadcasting, according to the results of a nation-wide Gallup poll conducted in Australia and recently reported by the *Sun-Herald*, Australian newspaper. A similar poll in 1952 showed the same general results.

IAAB Forms New Unit In Central America

NEW unit in Inter-American Assn. of Broadcasters has been formed in Central America following a series of meetings held by the IAAB board in Mexico and several Central American countries. A score of broadcasters from the six Central American nations (Costa Rica, Guatemala, Honduras, Nicaragua, Panama and San Salvador) were guests of the board.

Fernando Eleta A., of Panama, an IAAB board member, was elected president of Central American Broadcasters Assn., which will hold its first general meeting in Panama within a few weeks.

President Carlos Castillo Armas, new Guatemalan president, and his cabinet conferred with the IAAB board. IAAB has been working with Guatemalan broadcasters for several years in an effort to bring free broadcasting to the country, at that time under the pro-Communist regime of ex-President Arbenz.

IAAB's program for free broadcasting received encouragement from President Armas, who invited IAAB to return after elections to cooperate in rewriting legislation and drawing up new laws as a bulwark against governmental censorship, suppression, oppression and competition by governmental commercial broadcast operations.

Attending the board meeting were Emilio Azcarraga, of Mexico, IAAB president; Goar Mestre, Cuba; Boris Esersky, San Salvador; Jose Ramon Quinones, Puerto Rico; Malcolm Neill, Canada, and Gilmore N. Nunn, WLAP Lexington, Ky., United States member.

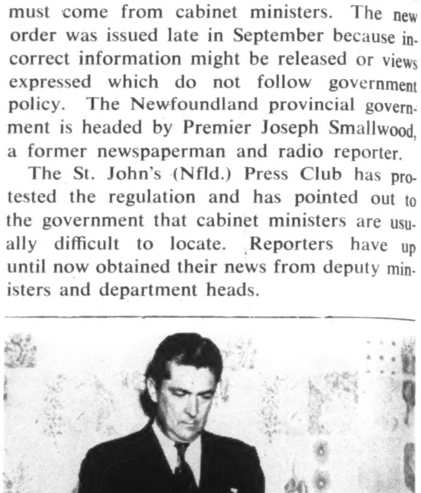
A hemispheric "Broadcasting Day" was celebrated Oct. 4 throughout Latin America under IAAB auspices. Tribute was paid to IAAB by President Eisenhower, who sent the following letter to IAAB President Azcarraga:

> **I have learned that Oct. 4 has been designated "Broadcasting Day" on the American continent, and I am happy to congratulate the members of the IAAB on their efforts to strengthen the bonds of unity among the nations and people of this Hemisphere.**
>
> **Radio is an extraordinarily powerful instrument by which to advance understanding among the peoples of the free world, and it has proved its great value in our fraternity of nations. Through this medium, the best of human knowledge and experience in each of our nations has been widely disseminated among us, and it has broadened our common appreciation of the rights, privileges and obligations of men and women who desire to remain free. I know that all of us want these beneficial results not merely to continue, but to expand in scope and effectiveness.**
>
> **I am, therefore, very happy to extend my warm greetings to you and your Association of Broadcasters and to wish you success in the advancement of harmony and understanding throughout the Americas.**

Nfld. Gag on Civil Workers Evokes News Group's Protest

NEWFOUNDLAND has ordered its civil servants not to give information to radio station and newspaper reporters. Under the new regulations all news from government departments must come from cabinet ministers. The new order was issued late in September because incorrect information might be released or views expressed which do not follow government policy. The Newfoundland provincial government is headed by Premier Joseph Smallwood, a former newspaperman and radio reporter.

The St. John's (Nfld.) Press Club has protested the regulation and has pointed out to the government that cabinet ministers are usually difficult to locate. Reporters have up until now obtained their news from deputy ministers and department heads.



SIGNING for a Latin American adaptation of Ziv International's *Yesterday's Newsreel* over WKAQ-TV San Juan, P. R., in what is said to be the first tv show sponsored by a Latin American bank, are (l to r) Edward Stern, head of Ziv International, David Brown, president of Brown Adv., and Horace Davila, executive vice president of First Federal Savings & Loan of Puerto Rico. The series features great news events of the last 50 years. Narration and dialogue are lip-synchronized by Latin American actors.

All-Canada Radio Resume

TO INFORM ADVERTISERS and agencies what has happened to radio in the past few years since the advent of television in Canada, an illustrated statistical booklet has been distributed by All-Canada Radio Facilities Ltd., Toronto, station representatives. The booklet points out that in 1953 Canadians spent $52 million to purchase over 600,000 radio receivers; that more than a million Canadian homes now have two or more radio sets; that 96.4% of all Canadian homes now have radio receivers, and that Canadian stations have become integral parts of their communities. The booklet tells how Canadian radio stations have increased their services to advertisers and listeners and provides a detailed break-down of the cost of radio advertising and that of other media.

Exclusive CBS for Western Washington

KIRO

One of the Nation's Great Stations

710 KC • 50,000 WATTS SEATTLE

Quebeckers Look to U. S.

CANADIANS in the southern and eastern parts of Quebec can now receive tv programs from at least two northern U. S. stations, thanks to mountain locations as high as one and a fifth miles above sea level, it has been reported by Canadian Admiral Corp. Tallest transmitter belongs to WMTW (TV) Mt. Washington, N. H., 6347 feet above sea level. Tv set owners in Sherbrooke, Verdun and Thetford Mines can get a "good, consistent picture" from its ch. 8 with an outside antenna. The second highest is WMVT (TV) Montpelier, Vt. (ch. 3), 4,176 feet atop Mt. Mansfield. In some communities close to the U. S.-Canada border, viewers may even get a good picture, if they're favorably situated, without a roof antenna, it was said. Canadian Admiral is promoting tv antennae, electrically-operated antenna rotors and other accessories.

CBC to Carry Bishop Sheen Without Admiral Commercials

AFTER numerous discussions and public pressure the Canadian Broadcasting Corp. has decided to carry Bishop Fulton Sheen's *Life Is Worth Living* series on its tv stations, but without advertising. A. D. Dunton, CBC board chairman, said that the CBC would carry the program "free, without commercial messages but with a credit line to the American commercial sponsor. In doing so, the CBC is carrying out the recommendations of the National Religious Advisory Council, representing the main religious denominations in Canada."

No date has been set yet as to when CBC tv stations will begin carrying the programs. Independent Canadian tv stations are carrying the series.

Luxembourg Studies U. S. Tv

IN CONNECTION with the launching of commercial programming by Television-Luxembourg, scheduled for January 1955, Jacques Du Closel, director-general, and Jean D'Agostino, program director of Radio-Luxembourg, were in the U. S. last week studying television techniques. They visited ABC-TV studios in Hollywood, where they were given a tour of the network's motion picture center, and Transfilm Inc.'s facilities in New York where they discussed tv commercial film production with Joe Forest, Transfilm creative director.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Canada Supreme Court Favors CAPAC in Copyright Fight

CANADIAN broadcasters lost their appeal to the Canadian Supreme Court on the authority of the Copyright Appeal Board to fix a tariff for music based on percentage of revenue. Decision was handed down at Ottawa last Tuesday and it means that Canadian broadcasters must pay the Composers, Authors and Publishers Assn. of Canada back fees for the 1952 to 1954 period.

Decision Tuesday was split with three judges backing the Copyright Appeal Board tariff and two judges agreeing with broadcasters that such tariff was not within the statutory powers of the board.

Canadian broadcasters must now decide individually whether they will continue using CAPAC music for 1955 at a tariff based on 1¾% of their revenue or whether to use only BMI music.

Meanwhile the Canadian Assn. of Radio and Television Broadcasters plans to press for amendments to the present Canadian Copyright Act through the recently-appointed Royal Commission on Copyright.

CBO Increases to 5 Kw

CBO Ottawa, Ont., is increasing power from 1 kw to 5 kw on 910 kc. A new unattended transmitter has been ordered from the Canadian Marconi Co., Montreal, by the Canadian Broadcasting Corp., owners of CBO. The present 1 kw installation has been in use in Canada's Capital since 1933 when it was installed by the old Canadian Radio Broadcasting Commission. The new transmitter will be located at Ramsayville, near Ottawa, where a 45 acre farm has been purchased for the station. Canadian Marconi Co. is constructing the transmitter building, transmitter and a three-tower directional antenna.

French Broadcasters to Meet

PROBLEMS of French-language radio will be discussed at this week's meeting of the French Assn. of Radio & Television Broadcasters at the Seigneury Club, Montebello, Que. (Oct. 11-13). Canadian Broadcasting Corp. regulations on share of commercial time in a given period, the switching of practically all beer advertising from radio to television and the development of new local talent programs for national commercial sponsorship are on the agenda. Also, some French-speaking Canadian advertising agency men will discuss problems of French-language radio-tv from the agency standpoint. David A. Goourd, CHAD Amos, Que., is president of the association.

INTERNATIONAL SHORTS

Associated Broadcasting Co. Ltd. (adv.), Toronto, enfranchised by CARTB, bringing total of Canadian and U. S. agencies enfranchised for 1954-55 to 61.

CHEX-TV Peterborough, Ont., is slated to start operations Feb. 1 with RCA Victor wavestack antenna and transmitter.

CJIC Sault Ste. Marie, Ont., will start telecasting Dec. 1 with rates based on $150 per hour class A time.

CHCT-TV Calgary, Alta., began operations Oct. 1.

CJIC-TV Sault Ste. Marie, Ont. (target date: early December), appoints All-Canada Television, Toronto, as Canadian representative.

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

KNOTT HOTELS

WHLI
THE LONG ISLAND STORY

DOMINATES
Long Island's Big, Rich
NASSAU COUNTY

* * *

$287,760,000
FOOD STORE SALES
(Sales Mgt.)

* * *

WHLI has a larger daytime audience in the Major Long Island Market than any other station. (Conlan)

"THE VOICE OF LONG ISLAND"
AM 1100 **WHLI** FM 98.3
HEMPSTEAD, LONG ISLAND, N. Y.

FRIIS GETS IRE MEDAL OF HONOR

Other engineering awards announced last week go to Hazeltine's Loughren, Salzberg of Naval Research Lab. and Law of RCA Labs Div.

HARALD T. FRIIS, director of radio research, Bell Telephone Labs, Red Bank, N. J., was named recipient of the Institute of Radio Engineers' Medal of Honor last week. Winners of other top awards also were announced.

The IRE said the Medal of Honor, described as the highest technical award in the radio engineering profession, will be presented during the organization's national convention next March in New York.

The award to Mr. Friis was for "outstanding technical contributions in the expansion of the useful spectrum of radio frequencies, and for the inspiration and leadership he has given to young engineers."

The Morris Liebmann Memorial Prize, awarded annually to an IRE member who has made a recent important contribution to the radio engineering art, went to Arthur V. Loughren, director of research, Hazeltine Corp., "for leadership and technical contributions in the formulation of the signal specification for compatible color television."

Bernard Salzberg of the Naval Research Lab in Washington, D. C., received the Harry Diamond memorial award given to persons in government service for outstanding work in radio and electronics. IRE noted Mr. Salzberg's contributions in electron tubes, circuits and military electronics.

Harold B. Law, RCA labs div., Princeton, N. J., was recipient of the Vladimir K. Zworykin Television Prize Award for contributions to the development of the shadow-mask tri-color television picture tube.

Statement of The Ownership Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, as amended by Acts of March 3, 1933, and July 2, 1946

Of BROADCASTING-TELECASTING, published weekly, at Washington, D. C., for October 4, 1954.

District of Columbia—ss.

Before me, a notary public in and for the District aforesaid, personally appeared Maurice H. Long, who having been duly sworn according to law, deposes and says that he is the business manager of BROADCASTING-TELECASTING and that the following is, to the best of his knowledge, and belief, a true statement of the ownership, management, circulation, etc., of the aforesaid publication for the date shown on the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, and July 2, 1946; embodied in section 537, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
Publisher and Editor—SOL TAISHOFF, Washington, D. C.
Managing Editor—EDWIN H. JAMES, Washington, D. C.
General Manager—MAURICE H. LONG, Chevy Chase, Md.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Broadcasting Publications, Inc., Washington, D. C.; Sol Taishoff, Washington, D. C.; Betty Tash Taishoff, Washington, D. C.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases, where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bonafide owner: and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers, during the twelve months preceding the date shown above is 16,506.

MAURICE H. LONG

Sworn to and subscribed before me this 4th day of October, 1954.

SHEILA A. KELLY
(Seal) *Notary Public.*
(My commission expires October 31, 1958).

GE Executives Win Awards At Chicago Electronics Meet

TWO General Electric executives were honored last week with the first award ever presented by the National Electronics Conference, during its 10th annual convention in Chicago's Sherman Hotel.

E. D. McArthur, manager of GE Electric Research Labs Electron Tube Section, and E. F. Peterson, marketing manager of the company's Radio-Tv Dept., were presented with a $250 cash award and certificate, recognizing papers "which introduce developments of a new and revolutionary character to the electronics industry." They were cited for a paper on "the Lighthouse tube, a pioneer high frequency development," presented at the first NEC meet in 1944.

These tubes, NEC explained, played an important part in the development of hf radio and radar in World War II and are in widespread usage today. Presentation was made at a luncheon session last Tuesday.

AB-PT Wins Industry 'Oscar'

LEONARD H. GOLDENSON, president of American Broadcasting - Paramount Theatres Inc., parent company of ABC, will be presented the bronze "Oscar of Industry" at the "Financial Worlds'" annual awards banquet Oct. 25 at New York's Hotel Statler. The award was made to AB-PT for having the best annual report of the motion picture industry for the second consecutive year. A total of 5,000 annual reports were considered in the international competition and were judged in 100 industrial classifications for the best-of-industry awards.

Peabody Awards Data Listed

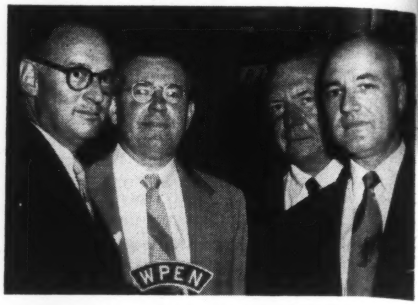
U. OF GEORGIA has prepared a pamphlet giving information on the 1954 George Foster Peabody Radio and Television Awards and containing an entry blank which may be submitted no later than January 10, 1955, for consideration in the current competition. Copies may be obtained by writing to the dean of the Henry W. Grady School of Journalism, Athens, Ga.

AWARDS SHORTS

WATV (TV) Newark, N. J., presented New Jersey State Fair blue ribbon for *Junior Frolics* program from fair's radio-tv awards committee for being most popular program of its type during past year.

NBC-TV *Armstrong Circle Theatre* program presented New Jersey State Fair blue ribbon from fair's radio-tv awards committee for outstanding program of its type and division on tv.

CBS-TV presented 1953-54 American Legion Television Award carrying citation for "Back to God" program, Feb. 7, 1954, telecast of flag raising ceremony June 14, and "continued cooperation with American Legion in other endeavors."



WPEN Philadelphia, last month observed its silver anniversary and at the same time presented awards to employes who have been with the station for 25 years. William B. Caskey (left), vice president and general manager, presented diamond pins and inscribed gold watches to (2d l to r) Chief Engineer Charles W. Burtis, and engineers Thomas Ryan and Richard Shipp for their long service to the station.

Doris Corwith, supervisor, public affairs programs, NBC, presented certificate of appreciation from Veterans Administration for "outstanding service to U. S. veterans through the media of radio and television."

KWRT Boonville, Mo., presented community service award from Veterans of Foreign Wars Post 4072 for public service rendered during past year.

WOW-AM-TV Omaha, Neb., presented Distinguished Service Award from Omaha Chapter, United Cerebral Palsy, for marathon simulcast of last April which raised $135,519 to fight cerebral palsy.

WNBW (TV) Washington, awarded citation from Benevolent and Protective Order of Elks for *Our Beautiful Potomac* series.

KPIX (TV) San Francisco presented award by California State Fair for *Western Farm and Family* program, citing it as outstanding example of public service programming.

WCBS-TV New York, presented special citation from Div. of Civil Defense, Air Warden Service, New York City, commending station for civil defense public service programming.

Burton Minshall, president, Minshall Organ Inc., Brattleboro, Vt., given public service award from Academy of Broadcast Arts, N. Y., for "creating an electronic organ designed especially for the radio and television industry."

WJAR-TV Providence, R. I., cited by Veterans of Foreign Wars of Rhode Island for donation of time in bringing VFW programs to people of state.

Hazel Markel, women's commentator, WWDC-AM-FM Washington, will receive Citation Scroll from English-Speaking Union for "outstanding contributions for the betterment of British-American relations."

Paul Jonas, sports director, MBS, presented with special plaque from Armed Forces Radio Service and was named honorary AFRS sports director during 1954 World Series opening.

WTAG-AM-FM Worcester, Mass., presented citation from Savings Bond div., U. S. Treasury, Washington, for "outstanding cooperation" in aiding Savings Bond program.

BROADCASTING

TELECASTING

telecast

FILM FEATURE SECTION

- What Walt Disney will do on television. Page 97
- Hunting headhunters for a tv film. Page 98
- New animation stand helps production. Page 110

film maker

SHELDON REYNOLDS

IF FOR no other reason, Sheldon Reynolds will be remembered in video history as the first man to make filming an American tv series abroad pay off. As he was born a scant 31 years ago, there is every likelihood this fact will eventually be only one of many.

Creator-producer-director-writer of *Foreign Intrigue,* he first went to Stockholm in 1950 to make a pilot film. On the strength of it he sold the series to P. Ballantine & Sons (beer and ale) for an original 11 markets. The series now is seen in a total of 62 markets, 23 of which continue under Ballantine's sponsorship. Syndication of the remaining markets is handled by William Morris Agency. All told, Mr. Reynolds has produced over 130 *Foreign Intrigue* half-hour films and 26 *Sherlock Holmes* half-hours now in distribution by Motion Pictures for Television.

A native of Philadelphia, Mr. Reynolds graduated from New York U. with a science major. After deciding against medical school in favor of writing for radio, he soon began turning out scripts for NBC Radio's *My Silent Partner* and *We, The People* and CBS Radio's *Robert Q Lewis Show*. The last two were broadcast opposite each other. Before going abroad, he was writing *Danger* and other CBS-TV programs.

Many fallacies surround this business of filming abroad, he declares. Foreign production is far from cheap. A minimum of at least $5,000 over what the same production would cost in the U. S. must be added to the budget. Apart from the lack of equipment and technique, he adds, "many previously good situations have been hopelessly ruined by major film companies that have come in and thrown their money to the winds. You wouldn't believe what happens to the uninitiated American business man."

Foreign governments, with the exception of Communist-controlled ones, are most cooperative, Mr. Reynolds says. Such organizations as the Marshall plan, tourist bureaus, airline companies and general charity groups also offer complete cooperation.

No series, according to Mr. Reynolds, can stop at its initial notices. With that in mind, he has effected a major change in *Foreign Intrigue*. As the new fall schedule goes on the air, Gerald Mohr succeeds James Daly as the protagonist.

Keeping two and a half months ahead of the telecasting date of each *Foreign Intrigue* showing in the U. S., the youthful entrepreneur has found time to get a backlog of *Sherlock Holmes* films in the can. This series, shooting in France and England, is an attempt to come close to the original Arthur Conan Doyle intent, he says. Starting when Holmes and Dr. Watson first meet at 35 and 38 years of age, respectively, Mr. Reynolds is trying to give the series a lighter touch than was given the feature films on the same subject.

A bachelor, considered by many to be most eligible, Mr. Reynolds will probably not light in any one place in the near future. On his agenda is an adventure series, whose working premise is based on *Foreign Intrigue,* which will make use of cities and locations in the U. S. This series is reportedly under option to NBC-TV. Still in his mind is an idea for an anthology series to be made in Europe by a select group of actor-directors.

WELCOME BACK TO:

I LOVE LUCY

starring **Lucille Ball and Desi Arnaz**
A DESILU PRODUCTION
CBS-TV—Monday 9:00 PM
PHILIP MORRIS CIGARETTES

MAKE ROOM FOR DADDY

starring **Danny Thomas**
Filmed by **D.P.I.**—ABC-TV—Tuesday 9:00 PM
Pall Mall cigarettes and Dodge Automobiles

THE RAY BOLGER SHOW

starring **Ray Bolger**
Filmed by **D.P.I.**—ABC-TV—Friday 9:00 PM
LEHN & FINK PRODUCTS CORP.

OUR MISS BROOKS

starring **Eve Arden**
Filmed by **DESILU PRODUCTIONS INC.**
CBS-TV—Friday 9:30 PM
GENERAL FOODS

GREETINGS TO:

WILLY

starring **June Havoc**
A DESILU PRODUCTION
CBS-TV—Saturday 10:30 PM
GENERAL MILLS

DECEMBER BRIDE

starring **Spring Byington**
A DESILU PRODUCTION
CBS-TV—Monday 9:30 PM
GENERAL FOODS

LINEUP

Filmed by **DESILU PRODUCTIONS INC.**
CBS-TV—Friday 10:00 PM
VICEROY CIGARETTES

MONDAY:	**"Lucy"**	**½ hr.**
	"Bride"	**½ hr.**
TUESDAY:	**"Thomas"**	**½ hr.**
FRIDAY:	**"Brooks"**	**½ hr.**
	"Bolger"	**½ hr.**
	"Lineup"	**½ hr.**
SATURDAY:	**"Willy"**	**½ hr.**

TOTAL 3½
HOURS PER WEEK

Desilu Productions Inc.

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WALT DISNEY'S PLANS FOR TV

HERE'S WHAT FAMOUS FILM MAKER WILL DO ON ABC-TV SHOWS

by Marjorie Thomas

A TOUR of the Disney studios and a preview of the entire *Disneyland* series will be given viewers of the program's opening telecast on ABC-TV Oct. 27, according to an exclusive run-down of program schedules of the hour-long filmed shows (Wed., 7:30-8:30 p.m. EST) obtained last week by B•T.

Walt Disney himself will serve as host of the new filmed series, which is widely believed to be ABC-TV's answer to the highly-touted $200,000-$300,000 colorcasts being presented by CBS-TV and NBC-TV. Production costs of the Disneyland programs will be somewhat more modest, with a minimum average $100,000 per telecast, although for individual programs it may sometimes amount to double or triple that sum.

But then the *Disneyland* program's stars are not expensive "guests" from other branches of the entertainment world. Instead, this series will feature Mickey Mouse, Donald Duck, Pluto and the other world-famed creations of the Disney pen, along with their live counterparts as caught by the Disney camera.

ABC-TV is confident that the Disney stable of stars will be as popular with the tv viewers at home as it is with the movie-going public who provide capacity audiences for Disney's theatrical productions wherever they are shown. Sponsorwise, the ABC-TV series was sold out within two months of its announcement last April.

Three advertisers will divide sponsorship of the *Disneyland* telecasts on ABC-TV. American Motors Corp., through Geyer Adv., New York, will sponsor one half-hour of the program each week. The other half-hour will be sponsored on alternate weeks by Derby Foods (whose commercials will accompany the first half of the Oct. 27 telecast) through McCann-Erickson Inc., Chicago, and American Dairy Assn., through Campbell-Mithun Inc., Chicago.

Commercials for American Dairy Assn. will combine live, film and animation, spokesmen for the dairy group appearing in both live and film sequences, preceded by animated lead-ins depicting the advantages of various dairy products, which will be changed in accordance with the season, and will include such topical items as a Christmas cheese gift box and holiday eggnog in addition to milk, butter and cheese.

American Dairy Assn. also plans to include reminders to tune in the program in its printed advertising, run chiefly in farm publications. Preceding the inaugural telecast, ADA state dairy branch managers will work with ABC-TV affiliated stations in arranging special pre-series publicity.

American Motors will promote its *Disneyland* sponsorship with posters in show rooms of Hudson and Nash dealers and in its printed advertising in over 2,000 newspapers.

Commercials of the motor maker will combine institutional advertising and product promotion. On the opening show, the American Motors spot will disclose first a billboard, then pan to an open road shot of two models—the Ambassador and the Rambler—in action, while the announcer cites their merits and mentions other models in the American line.

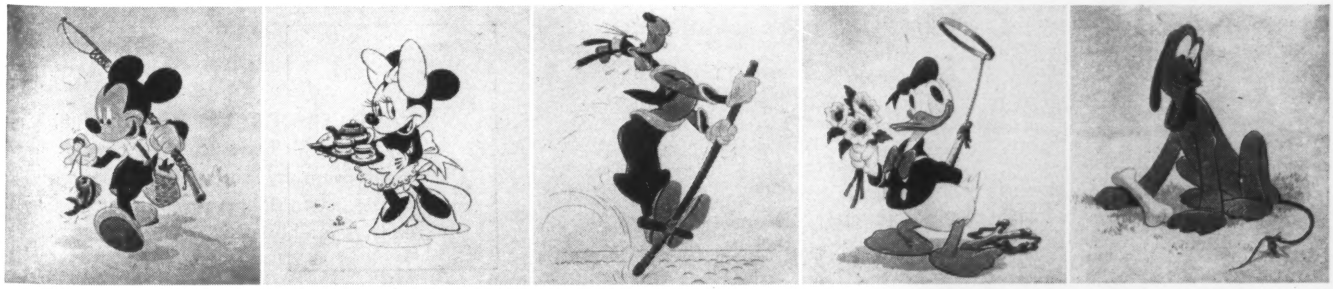
Derby Foods, whose first tie-up with Disney Enterprises was through the use of the cartoon "Peter Pan" characters in connection with Derby's Peter Pan peanut butter, plans to use two types of commercials on the *Disneyland* programs. One will stress the advantages of the Peter Pan package; the other will involve Disney characters in search of a "treasure," the product. Both animation and live techniques will be used. The company is promoting the tv campaign to the trade in regional meetings, which feature a kinescope showing Mr. Disney and Robert Kintner, ABC president, conferring.

Mr. Disney and his staff have reportedly worked with the advertising departments and agencies of all three sponsors in the preparation of the commercials to be used.

Each *Disneyland* program will be complete in itself. Subject matter will be taken from four realms of the entertainment world as mapped by Disney cartographers: "Fantasyland," "Frontierland," "Tomorrowland" and "True-Life Adventureland."

On the program's premiere, the guided tour of the Disney studios will pause at a sound-stage of "20,000 Leagues Under the Sea," upcoming feature film, to show clips of the giant squid fight sequence. Further along, the tv audience can watch artists at work on "Sleeping Beauty," full-length Cinamascope cartoon feature. Viewers also will be shown an animated map of the $10 million Disneyland amusement center, to be constructed on a 160-acre tract 25 miles south of Los Angeles, as Mr. Disney believes the parallel between the park and the tv series can best demonstrate the video programs to come later in the series.

(Continued on page 106)



MICKEY MINNIE GOOFY DONALD PLUTO

The celebrated animals of Disneyland will be seen for first time on television.

AN Amaracairo onlooker

FILMERS SEEK TV ADVENTURE

Boas, condors and headhunters are all in day's work

ON LOCATION amid 2,000-year-old Inca ruins, Kenneth Herts (front center with head turned to right) directs his crew in filming a tomb discovered on the site.

A NEW series of half-hour color films, now being produced in Latin America under the generic title, *Adventure Is My Business,* will shortly be offered to U. S. tv stations and advertisers, according to a letter sent to B•T by Kenneth Herts, writer-director of the series which is being produced by a new company, American Productions. The company was formed, Mr. Herts reports, in cooperation with Impro Inc. at Hal Roach Studios.

Films so far completed of this semi-documentary series cover such subjects as catching condors by hand, trapping a puma, headhunting, the capture of a 20-foot boa, a wild boar hunt, whale fishing, a trip down the Amazon by raft and a visit to a lost city of the Incas, according to Mr. Herts.

The condor-catching film, he writes, "required us to spend three weeks in the Andes at an altitude of 17,000 feet. Four of us lived in two six-foot traps for five consecutive days before condors finally came to feast on a dead burro that was strategically placed atop a trap."

The headhunters' film, he relates, was "filmed during an actual raid" and includes pictures of the head-shrinking process for which "the Jibaros are world famous." He laconically adds that some changes will be necessary before this film is shown on tv.

The story line, Mr. Herts explains, is based around assignments received by Robert Wells, a writer-adventurer-naturalist, who may be called on to write a story on head hunters, rid a ranch of a destructive puma or catch two condors for a New York zoo. When he gets an assignment, the American Productions crew goes along.

Mr. Herts says he formed American Productions when he decided to stay in South America, where he had been sent by RKO to produce and direct a cinecolor motion picture about Inca treasure. He had formerly been in charge of production for United Television Artists, producing, directing and writing *Club Celebrity,* and had written a number of tv series, he reports.

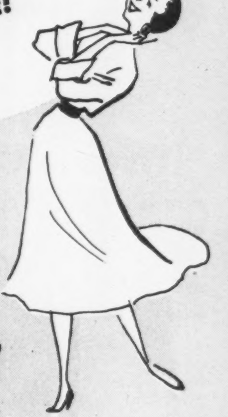
His producer, Herb Strock, produced an early tv series, *Cases of Eddie Drake,* and also "originated and produced the first seven *Dragnet* films and is now directing programs for Ziv," Mr. Herts writes. The associate producer, Richard Taylor, "used to write for *Dragnet* and now writes for Ziv."

Although to date the *Adventure Is My Business* series has been confined to South American countries—Peru, Chile, Bolivia, Colombia, Ecuador and Brazil—the group has plans to go to the Belgian Congo, Mr. Herts says. "The entire series is financed by ourselves and costs about $6,500 for each," he states.

GIANT CONDOR, "40 pounds of fighting fury," does his utmost to belie the fair catch signal given by Robert Wells, star of the tv series, seen demonstrating that adventure really is his business.

They love me in **L.A.***

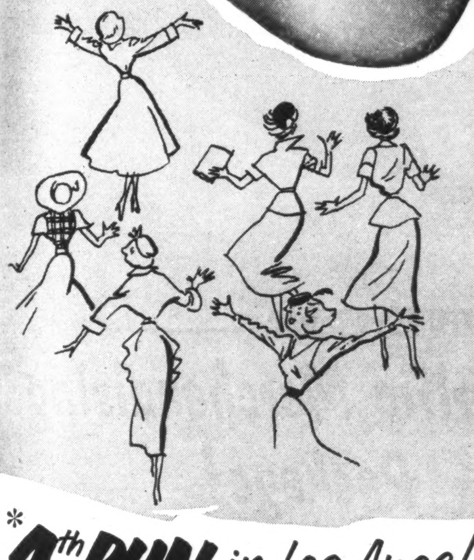
and in over 120 other markets in the U.S.A. and Canada!



ROBERT CUMMINGS *in*

"my hero"

can be your hero!



Here's the rib-tickling family show that has entertained big, BIG network audiences (National rating of 29.9!)... with a sales-success record on everything from Automobiles to Beer to Cigarettes. Best of all, "My Hero" keeps drawing the crowds even when it comes back for bow after bow!

*4th **RUN** in Los Angeles **a 7 station market—"My Hero" gets a 18.3 ARB rating to put it in the Top Ten of syndicated TV film shows!***

Just a few of the sales-alert, budget-conscious sponsors who have made "My Hero" their hero:

Atlas Furniture Co.	DETROIT
Chevrolet Dealer	SEATTLE
Duquesne Beer	WHEELING, ERIE
Ever Ready Battery Co.	LOS ANGELES
Chase & Sanborn	LOS ANGELES
Winn Oil	LOS ANGELES
Furr's Supermarkets	EL PASO
Holmes Tire Co.	MADISON
James Cashman	LAS VEGAS
Miami Valley Dairy	DAYTON
Piggly Wiggly Food	AMARILLO
Busser Meat Products	ROCHESTER
Sweet Caporal	CANADA
Supermarkets, Inc.	LUBBOCK
Taylor Insurance	PINE BLUFF
Premier Foods	NEW YORK CITY
Whelan Drug Stores	NEW YORK CITY
RCA Victor TV Co.	KEARNEY
Skelly Oil Co.	MONROE, LA.
York Air Conditioning	HUTCHINSON, KAN.

YOU CAN STILL BUY "MY HERO" IN MANY MARKETS

...some even first run!

39 weeks of half hour top-rated situation comedies with full family appeal.

WRITE! WIRE! PHONE! ***for full details and merchandising plan for sponsors!***

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TOWN AND COUNTRY TIME • SECRET FILE U.S.A. • THE STAR AND THE STORY

Now! Especially Programmed for TV!

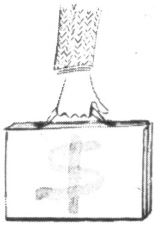
READY FOR YOUR LOCAL MARKET... the star-studded audience participation show that takes cities by storm... jets product sales!

TIME FOR

TUNE

TUNE-O has Great Entertainment!

A continuous procession of big-name stars of stage, screen and records! Outstanding personalities . . . all starring in special TV arrangements of popular songs.

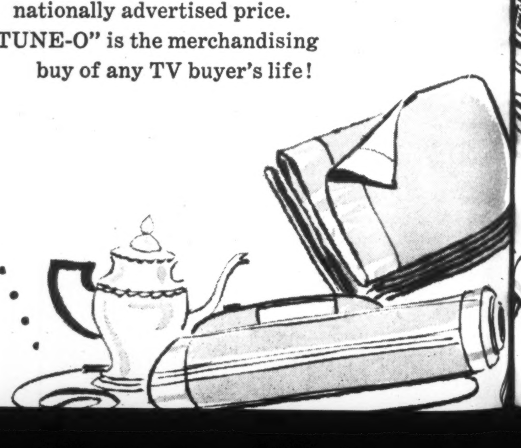


TUNE-O has A terrific Merchandising Package!

FREE TUNE-O Cards for contestants are distributed through dealers of sponsors! *Every* person who plays "TUNE-O" sees the advertiser's message on the "TUNE-O" card. The cards come with the complete merchandising package . . . everything you need to create brand awareness and store traffic! Arrangements have even been made for your purchase of prizes at a small fraction of their nationally advertised price. "TUNE-O" is the merchandising buy of any TV buyer's life!

TUNE-O has Audience Participation!

and prizes galore! Every viewer—at home or in the studio—can participate in the show and qualify for a prize. Imagine all the excitement created by viewers regularly winning nationally advertised washers, refrigerators and other big prizes! It's the show that can take over a town!



22

"TIME FOR TUNE-O"
is a Sales-Tested Winner!

One of radio's most successful shows on over 500 stations—now especially programmed for TV and ready to be custom fitted to your own local requirements . . . ½ hour or full hour—from once to 5 times a week!

TUNE-O
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44	68	109	176	219
10	79	119	179	228
30	86	FREE	188	239
19	93	131	192	242
12	96	145	197	245

Everybody loves Tune-O, the Musical Bingo game!

Created by: Richard H. Ullman, Inc.   Executive Producer: Elliot Alexander

For full information **WRITE! WIRE! PHONE!**

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More telecasters use APS than any other transcription library—once you've heard this APS TV production music, you'll know why.

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Because It's More Efficient!

FILM NEWSREEL

SYNDICATED *Badge 714* of NBC Film Div. is bought on WSYR-TV Syracuse, N. Y., by the First Trust and Deposit Co. At contract signing are (l to r): Art Knorr, WSYR-TV account executive; Warren Pease, First Trust vice president; Ed Labes, Flack Adv. account executive; Grover Hubbell, Flack Adv. vice president; E. R. Vadeboncoeur, station president, and William V. Rothrum, station vice president.

CONCLUDING arrangements for Ziv Tv's *Meet Corliss Archer* series on WBAL-TV Baltimore are (l to r) Willis K. Freiert, sales manager for WBAL-TV; James McIlvaine III, merchandising manager Renuzit Home Products Co.; Stanley Goldstein, radio-tv director, Feigenbaum & Werman.

CONTRACT for WTVI (TV) St. Louis station break ID slides to carry a Vess Bottling Co. message is discussed by A. F. Oberbeck, Vess Co. president (seated), and Jim Anderson, WTVI account executive. Campaign calls for a minimum of 150 station breaks per week.

OKLAHOMA Television Network [KTVQ (TV) Oklahoma City, KTEN-TV Ada, and KGEO-TV Enid, all Oklahoma] gets its first contract with the sponsorship of Television Programs of America's *The Adventures of Ellery Queen,* on a 39-week basis, by Oklahoma Gas and Electric Co. (L to r): KTVQ Sales Mgr. Raymond Ruff, representing the network; Paul Hoheisel, advertising and publicity manager, OG & E, and John Esau, KTVQ president.

JOHN S. McKee, president of Electrical & Mechanical Supply Co., El Paso, Tex., authorizes 52 weeks of NBC Film Div.'s *The Falcon series* over KTSM-TV there under new sponsorship-merchandising plan worked out by John Conboye, station account executive. Standing (l to r) are Frank M. Coons, Electrical & Mechanical sales manager, Mr. Conboye, Karl O. Wyler, KTSM-TV president, and Al Hatch, E&M general manager.

Bring local scenes to your TV screens

FOOTAGE
CINE-KODAK SPECIAL II CAMERA

CINE-KODAK SPECIAL II CAMERA, 16mm.

Ideal for news . . . advertising . . . special events

Here's how you can bring new sparkle, new force to news programs—with on-the-scene *films* of local events that you can telecast any time at your convenience. Here, too, is how you can increase advertising income—by producing commercials *on film.*

One 16mm. motion-picture camera—the Cine-Kodak Special II—has everything you need! Fades, dissolves, mask shots, slow motion, multiple exposures are just a few of the effects you can get without special apparatus! Famous Ektar Lenses—Kodak's highest quality—assure clear, faithful pictures that will telecast sharply.

For greater impact, lower operating costs, and increased income, equip *your* station with the Cine-Kodak Special II. See your Kodak Audio-Visual Dealer for complete information and prices . . . or just mail the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N. Y.

Please send name of nearest Kodak Audio-Visual Dealer and information on:

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☐ Cine-Kodak Special II Camera ☐ Kodascope Pageant Sound Projectors

☐ Eastman 16mm. Projector, Model 25 ☐ Kodascope Analyst Projector

NAME__________ TITLE__________

COMPANY__________

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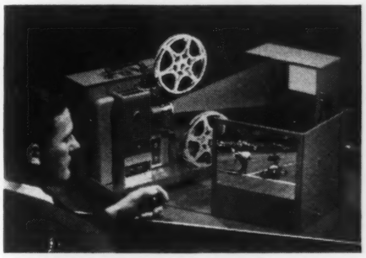
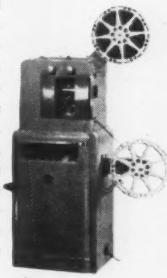
(Zone)

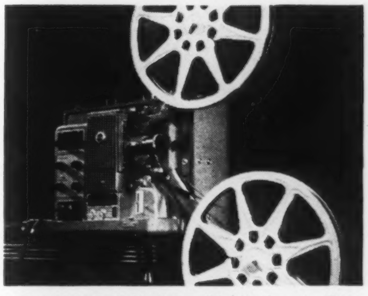
For all your TV movie-equipment needs



ANALYSIS AND EDITING. Especially designed for critical 16mm. film study, the Kodascope Analyst Projector has a special heavy-duty reversing mechanism which permits instantaneous and repeated reversing, without damage either to projector or film. A Daylight Viewer built into the case permits desk-top viewing as well as standard screen projection. $295.

FOR PERMANENT INSTALLATION. The Eastman 16mm. Projector, Model 25, gives sound and visual reproduction comparable to the finest 35mm. projectors. Sealed-in-oil-bath movement, separate motors for blower, reel, and main projector drive, *plus* exceptionally stable drive mechanism, assure ultra-smooth performance. Light source may be either tungsten or high-intensity arc.





FOR OUTSIDE SHOWINGS. The Kodascope Pageant Sound Projector is lightweight, built into a single handy-to-carry case. Easy to set up, thread, and operate, it is a favorite among TV salesmen for showings at advertising agency, client's office, and other outside-the-studio locations. True-rated amplifier, well-baffled speaker, and Kodak's exclusive sound-focusing feature give films optimum sound fidelity. Shown above, the Pageant Model AV-151-S—single-case, 15-watt projector with 8-inch speaker—$440. Five other models from $425.

Prices subject to change without notice.

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ONLY ANGELS HAVE WINGS
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SOLD IN 51 MARKETS

PRIOR TO NATIONAL RELEASE!

Top prestige television sponsors like Richfield Oil, Schmidt's Beer, Kennecott Copper, Meister Brau Beer and Sealtest Dairy Products have purchased MAYOR OF THE TOWN starring Thomas Mitchell, in 51 markets.

CONSISTENTLY TOP RATED AS RADIO SHOW

MAYOR OF THE TOWN, as a nationally sponsored radio program, placed consistently in the upper 10% of all national Hooper Ratings for eight consecutive years.

Here is **THOMAS MITCHELL,** star of Hollywood and Broadway, in his greatest role as the warm and friendly mayor of an average American town. He guides this town with the wisdom, tolerance and good humor that symbolize our American way of life.

Both **MAYOR OF THE TOWN** and **THOMAS MITCHELL** are perennial favorites of millions who have eagerly anticipated seeing this pair in their homes on television.

Favorites **MARILLY** and **BUTCH** will be back with the mayor on this stimulating half-hour series . . . a sure sales-getter.

MAYOR OF THE TOWN is a completely promoted and merchandised series sold on a 39 for 52-week basis.

It may still be available in your market. ***CHECK TODAY!***

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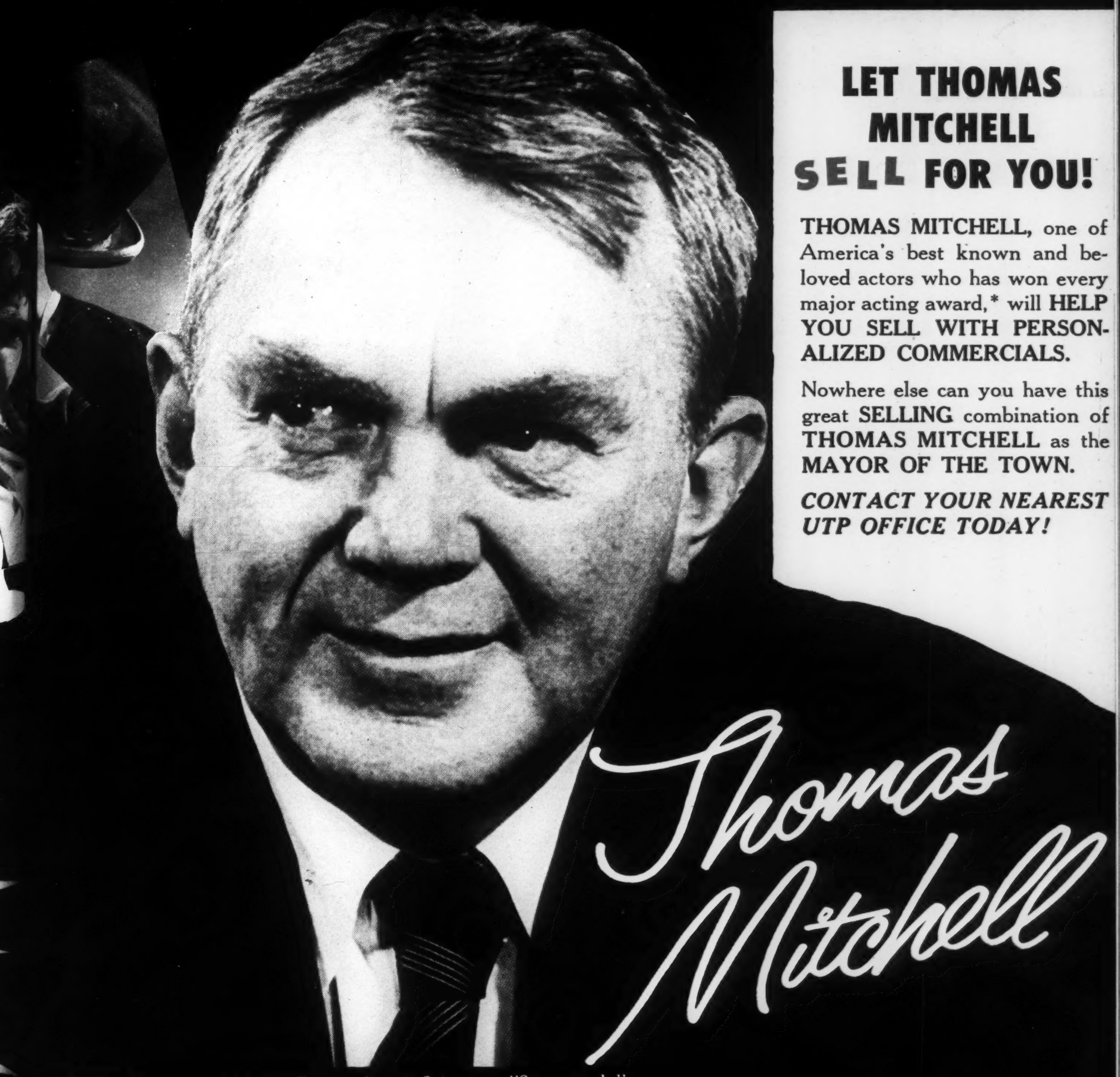
39 GREAT ½ HOUR TV FILMS

MAYOR OF THE TOWN is a RAWLINS-GRANT PRODUCTION in association with GROSS-KRASNE, INC.

MAYOR OF THE TOWN



LET THOMAS MITCHELL SELL FOR YOU!

THOMAS MITCHELL, one of America's best known and beloved actors who has won every major acting award,* will **HELP YOU SELL WITH PERSONALIZED COMMERCIALS.**

Nowhere else can you have this great **SELLING** combination of **THOMAS MITCHELL** as the **MAYOR OF THE TOWN.**

CONTACT YOUR NEAREST UTP OFFICE TODAY!

Thomas Mitchell

* **OSCAR** – Academy of Motion Picture Arts & Sciences – "Stagecoach."
EMMY – Academy of Television Arts & Sciences – "Best TV Actor."
TONY – Antoinette Perry – Best Performance, Musical Comedy – "Hazel Flagg."
DONALDSON AWARD Best Performance of Broadway Actor – "Hazel Flagg."
ROY COOPER McGRUE AWARD – Dramatists Guild – "Little Accident."

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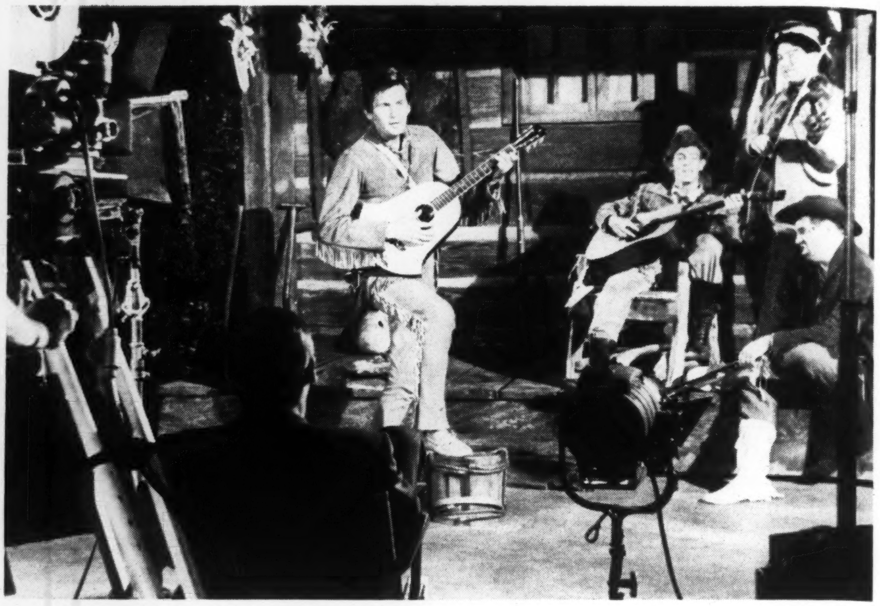


Director Norman Foster (back to camera) guides the shooting of a sequence from "Davy Crockett" with (center) Fess Parker, portraying the title role, and trio, Gene O'Quin, Harold Hensley and George Bruns, which will be a three-part feature in "Frontierland" segment of ABC-TV *Disneyland*.

DISNEY ON TV

(Continued from page 97)

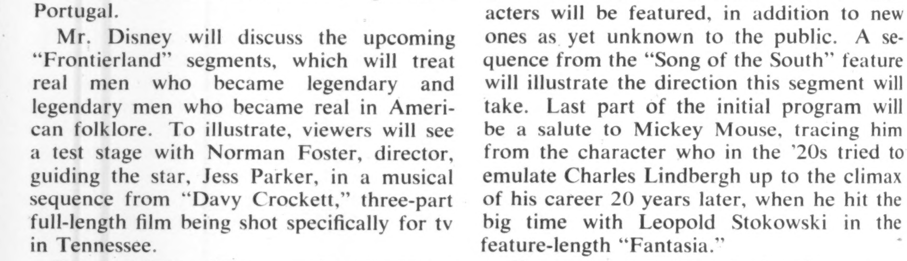
Ben Sharpsteen, in charge of "True-Life Adventure" features, will locate the 32 teams of nature photographers currently in the field working on feature and tv material. Five clips will be shown of reptiles from the Galapogos Islands; reindeer from Lapland; native musicians from Morocco; penguins from Falkland Islands, and a bullfight from Portugal.

Mr. Disney will discuss the upcoming "Frontierland" segments, which will treat real men who became legendary and legendary men who became real in American folklore. To illustrate, viewers will see a test stage with Norman Foster, director, guiding the star, Jess Parker, in a musical sequence from "Davy Crockett," three-part full-length film being shot specifically for tv in Tennessee.

To highlight "Tomorrowland," Ward Kimball will give a pictorial representation of upcoming programs by means of models and animation. He is director of the three-part "Man in Flight" film created for tv in which the stress is on science facts instead of science fiction. This film is divided into a trip from the earth to a space station, a trip around the moon and an expedition to Mars. These will be presented on future programs of the series.

Mr. Disney will then introduce "Fantasyland" in which his familiar cartoon characters will be featured, in addition to new ones as yet unknown to the public. A sequence from the "Song of the South" feature will illustrate the direction this segment will take. Last part of the initial program will be a salute to Mickey Mouse, tracing him from the character who in the '20s tried to emulate Charles Lindbergh up to the climax of his career 20 years later, when he hit the big time with Leopold Stokowski in the feature-length "Fantasia."

The producer at the end of each program will have a four-minute segment of high-



Schematic aerial view of Disneyland, the 57½-acre amusement park to be opened the summer of 1956, around which much of ABC-TV *Disneyland* will revolve.

lights from the following week's program in typical movie trailer fashion.

The ABC-TV *Disneyland* program schedule, though subject to change, runs as follows:

November 3—Fantasyland. Special tv version of "Alice in Wonderland."

November 10—Adventureland. To answer, "How did those guys get those pictures?" behind-the-scenes clips from "Vanishing Prairie' and "Water Birds" will serve as explanation, followed by "Seal Island" in its entirety.

November 17—Fantasyland. "Story of D. Duck."

November 24—Fantasyland. Special tv version of "So Dear to My Heart."

December 1—Fantasyland. Program devoted to dogs with emphasis on the studio's progress on dog subjects. Featured is the "Story of Pluto," with clips from the upcoming "Lady and the Tramp" feature.

December 8—Adventureland. "Operation Under the Sea" will use specially shot marine footage to show that the last frontier, as far as man's knowledge is concerned, lies on the ocean floor.

December 15 — Frontierland. "Davy Crockett, Indian Hunter," first film in this specific series.

December 22—Fantasyland. Special tv version of "Three Caballeros," combination of live action and animation.

December 29 — Adventureland. Clips from "Beaver Valley" and undetermined footage from "African Lion," new feature currently in the works.

January 5—Fantasyland. Special tv version of "Treasure Island," first part.

January 12—Fantasyland. Special tv version of "Treasure Island," second part.

January 19 — Fantasyland. "Story of Monsters," with Willie Ley collaborating, deals with fabulous legendary and existing monsters, such as the unicorn, the Old Man of the Snow from the Himalays, etc.

January 26 — Frontierland. "Davy Crockett Goes to Congress," second film of this group.

February 2—Tomorrowland. "Man in Flight," first film in the series on which aeronautical experts, including Dr. Heinz Haber, space medicine expert; Dr. Wernher von Braun, rocket engineer, and Mr. Ley, science writer, have collaborated.

February 9 — Adventureland. Various clips as background, followed by showing of "Nature's Half Acre" in its entirety.

February 16—Fantasyland. "The Goofy Story."

February 23—Fantasyland. An Academy Award review, or a symposium of all the great Disney products which have won the producer a total of 21 "Oscars."

March 2—Frontierland. "Davy Crockett at the Alamo," third and last film in this series.

March 9—Fantasyland. While listed as "Story of Fables," not too much is known about its progress yet.

March 16 — Tomorrowland. "Man in Flight," second part.

Remaining programs of the *Disneyland* series are still in the planning stage. Expected to be included are: the third part of "Man in Flight," another Frontierland feature, more about Disneyland Park as it progresses and "How Do You Doodle," a combination of animation and live action.

FEATURES SELL HARDWARE

RESULTS of a merchandising-promotion campaign cooperatively sponsored by a hardware distributor and a group of its suppliers over WBNS-TV Columbus, Ohio, have proved to be "an immediate success," according to co-sponsor Smith Brothers Hardware Co. Using a weekly program, *Academy Playhouse,* which features feature-length, first-run films, the distributor-supplier combination promotes 8 to 10 "tv specials" per show. L. E. Hall, sales vice president of Smith Brothers, advised WBNS-TV Merchandising Director Mort Sherman that "four days after the first show, we sold completely out of every 'tv special' offered." To back up the tv campaign, Smith Brothers placed 20,000 pieces of point-of-sale material with its dealers tying in the "tv specials" at the store level and WBNS-TV notified 750 central Ohio retailers about the promotion and supplied key dealers with tune-in display signs. Mr. Hall suggested that a similar show "would be equally successful in any other tv area in the country."

NOW... A SUPER LINE OF ACCESSORIES THAT SURPASS ACCEPTED STANDARDS—for STUDIO, MOBILE and MICRO-RELAY EQUIPMENT

Famous BALANCED TV Head supporting a TV camera. Both are mounted on one of our all-metal tripods, which in turn is mounted on a Ceco Spider Dolly. Here is a "team" outstanding for versatility and maneuverability in studio or on location.

New Model C BALANCED TV Head provides correct center of gravity in a FLASH— without groping. No matter what focal length lens is used on the turret, the camera may be balanced by the positioning handle without loosening the camera tie-down screw. Something every cameraman has always desired.

ALL-METAL TRIPOD

MICRO RELAY

Micro wave relay beam reflector head, also metal tripod. Head is perfect for parabolas up to 6 ft. diameter, withstands torque spec's environmental treated. Tripod legs work in unison, one lock knob, spurs and rubber foot pads included.

ROOFTOP CLAMPS

Secures tripod of camera or beam reflector to car top. Made of bronze and brass, with ball-type, yoke-swivel construction. A lot depends on roof clamps—that's why these are made with EXTRA care.

Similar to BALANCED TV head but much lighter in weight (only 20 lbs.), this new Professional Junior Spring head is ideal for Vidicon cameras weighing up to 25 lbs. Spring head tilt assures camera will return to neutral position when lever is in unlocked position . . . a wonderful safety factor.

MINI-PRO

New lightweight all-metal MINI-PRO Tripod fulfills a tremendous need—especially for Vidicon cameras weighing up to 8 lbs. Low height measures 33" and maximum height 57". Reversible spur and rubber cushions. Maximum leg spread 35°.

NEW PORTABLE 3-WHEEL COLLAPSIBLE DOLLY

Dolly folds to fit into carrying case—18"x12"x36". Weighs only 60 lbs. Has wheel in rear for steering, which may be locked for straight dollying.

DOLLY COLLAPSED

FRANK C. ZUCKER

CAMERA EQUIPMENT CO.

DEPT. B-10-13 1600 BROADWAY • NEW YORK CITY

BADGE OF

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, New York; Merchandise Mart, Chicago, Illinois; Sunset & Vine Sts., Hollywood, California. In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

SUCCESS!

BADGE 714 set best record in TV its first year... Now, 39 new episodes added for a second great year.

A group of sponsors unafraid of the word "re-run" bought BADGE 714 (formerly Dragnet) and ran it, in many cases, against some of the top-rated network shows. In virtually every case, BADGE 714 pulled a bigger share of the audience, and for an extraordinarily low cost per thousand. The new series of 39 additional BADGE 714 programs will keep up this record. And other NBC FILM DIVISION re-run programs are duplicating it market by market, month by month. When a successful film program enjoys a return engagement, it usually reaches a larger audience than it did the previous time.

BADGE 714 ARB RATING FACTS

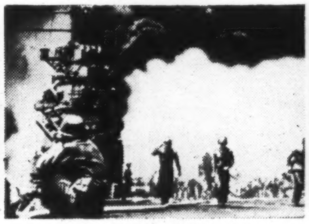
City	Time	Badge 714 Rating	Competition and Ratings	
Cincinnati	Mon. 9:30	22.7	Studio One Sports Roundup; Pat Harmon	21.8 11.5
Dayton	Mon. 9:30	25.8	Studio One	20.9
Denver	Sun. 7:00	21.2	Victory At Sea Loretta Young Break The Bank	12.5 11.4 10.8
Memphis	Sun. 9:30	34.1	What's My Line	19.4
Minn.-St. Paul	Mon. 8:30	24.0	Studio One Spotlighting Sports	18.9 0.8
Portland, Ore.	Mon. 7:00	36.6	Studio One	19.3
Rochester, N. Y.	Sun. 7:00	26.1	Paul Winchell	22.6
Salt Lake City	Tues. 9:30	50.0	Godfrey and Friends	21.5
San Francisco	Wed. 9:00	26.7	NBC Kraft Theatre Liberace	22.5 13.7
Seattle-Tacoma	Fri. 9:30	29.5	Our Miss Brooks TV Soundstage Movietime	18.9 8.1 2.5
Syracuse	Sun. 6:00	21.4	My Favorite Husband	5.0
Wichita	Sun. 6:00	36.8	Life With Father	17.9

All data latest available from ARB as of June, 1954.

Here Is A Choice Selection Of Other NBC FILM DIVISION Successful Re-Runs:

DANGEROUS ASSIGNMENT
Outrates such time period competition as "Blue Ribbon Bouts" in Dallas-Ft. Worth, "Voice of Firestone" in San Francisco.

VICTORY AT SEA
Won larger audiences in syndication than it did originally on network run in such markets as New York, Chicago, Philadelphia.



CAPTURED
Lifted time slot ratings for such stations as WAAM, WWJ-TV, WDAF-TV, KTTV, WOR-TV, WFIL-TV, KING-TV.

THE VISITOR
Collects well over-the-average shares of audience in such highly competitive markets as Chicago, Portland, Phoenix, Salt Lake City.

PRIVATE
PROPERTY
NO
ADMITTANCE

'ERRORITIS' CURE

Transfilm finds specially designed animation stand solves particularly plaguing problem

ONE of the biggest problems that has plagued producers of animated television commercials has been the correction of errors that crop up in normal production.

Transfilm Inc., New York, one of the leading producers of tv commercials and motion pictures, believes it has come up with a solution to "erroritis" with its specially designed animation camera stand, added recently to the firm's production equipment at a cost of $30,000.

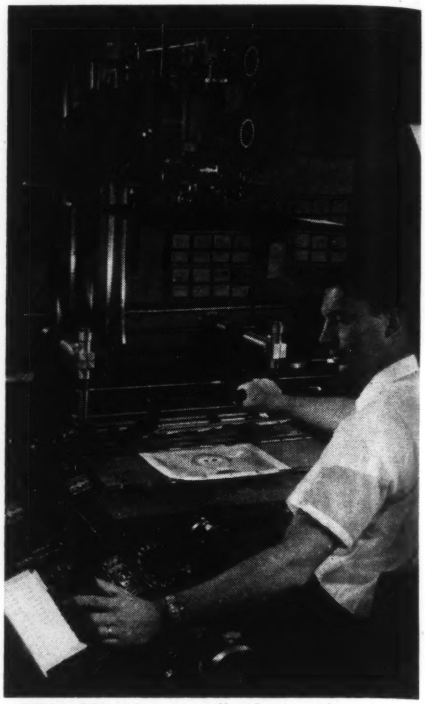
Abe Liss, art director of Transfilm, contends it is the most efficient animation stand extant because it provides for "a much smoother, accurate and precise animation service than ever before."

"Every moving part of the stand has an automatic counter so that all moves may be recorded," Mr. Liss explained. "As there is no variation whatsoever, revisions may be made without costly retakes of the complete sequence. This used to be very difficult."

The stand is manufactured by the Caesar-Saltzman Co., New York, and was custom-built to Transfilm's order. It weighs approximately 3,000 pounds and is equipped with 16 mm and 35 mm cameras. The stand is operated electrically through a complex control panel and, according to Mr. Liss, enables the cameraman to "shoot" many animated sequences in a fraction of the time required by conventional stands.

The table of the stand can move in any direction—east, west, north, south, up, down, diagonally and revolving—and photography and movement may be done at different speeds at the press of a button.

Although Mr. Liss believes the stand's main selling features are its accuracy and quick service, he pointed out it can achieve some reduction in costs. As an example, he noted that with a conventional stand, long zooms may require one or two days of art preparation and many different size drawings or reproductions of the same picture. A zoom on the new stand, he said, requires only one piece of art work which may take only three or four hours of art preparation.

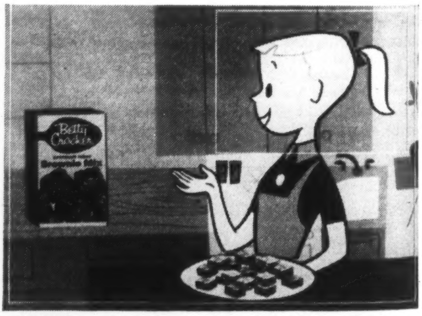


TRANSFILM's specially-designed animation camera stand in use.

"In this way, the cost of art work is reduced," Mr. Liss observed. "Another saving can result from the accuracy of the machine. Very often, an agency will indicate a revision. With this machine it is possible to go back to the exact spot where a revision is wanted, perform it, without lengthy and therefore costly retakes."

The stand was used recently for a series of filmed commercials made at the request of BBDO for Betty Crocker cake mixes. The commercials are described as "offbeat," with the angel food cake mix employing sampler needlepoint as a vehicle for animation and the others employing abstract art. Mr. Liss reported that both sponsor and agency were "enthused" with the results.

"We think this stand will enable Transfilm to do practically anything in the animation field," Mr. Liss concluded. "Creative artists plus advanced technology in the animation stage assures the screen quality of the final product. At this level, we appreciate the importance of our new animation camera stand."



FREE from human errors, this Betty Crocker commercial grows from close-up to full scene in 80 smooth, sharp frames.

memo from Ed Hochhauser Jr.

CHANCES ARE . . .

. . . You don't drive to work in a Stanley Steamer. . . .

. . . You don't wear a celluloid collar. . . .

. . . You don't listen to your station on a crystal set. . . .

Yet, the transcription library you have (or your conception of transcription libraries, if you don't have one) may be as outmoded as the Stanley Steamer, the celluloid collar and the crystal set.

It's easy to take things for granted—it's easy to get preconceived ideas.

Maybe it's time for a change.

Maybe you should get the facts about APS by writing, phoning or wiring.

Did you know APS exclusively distributes all the world famous Encyclopaedia Britannica Films for TV? Write for your APS EBF TV Catalog. It's free.

"the library that pays for itself"

APS Associated Program Service

(A division of Muzak Corporation)

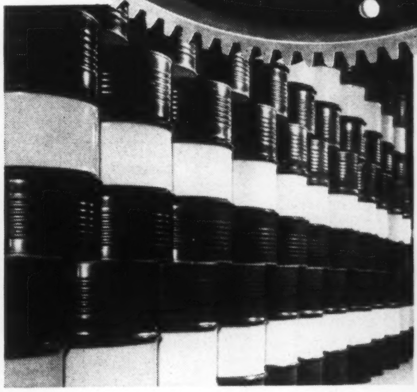
221 Fourth Ave., New York 3, N. Y. • ORchard 4-7400

Only STEEL can do so many jobs so well

Here's A Lucky Lady. She not only owns a fine collection of pots, pans, cutlery and kitchen tools made out of beautiful, corrosion-defying stainless steel, but she also has the good fortune to be able to do kitchen chores at an easy-to-keep-shining, sanitary sink of USS Stainless Steel!

Steel Travels In The Best Circles. Maybe you'll never find yourself in desperate need of a big circle gear like this, but if you do, United States Steel can fabricate one for you, neatly, skillfully and using the best steel for the job. For United States Steel custom-fabricates to your requirements almost anything made of steel . . . from church steeples to bridges, from dam gates to grain bins. And erects them, too.

Hurricane Damage? No, this demolition job is being done on purpose . . . to make way for some new, modern buildings in a large eastern city. But whether buildings are going up, or being torn down, most of the "burden" is carried by the wire rope with which the big cranes, hoists and diggers are strung. It has to be strong, tough, reliable . . . and it is, when it's USS Tiger Brand Wire Rope.



Drums That Are Hard To Beat. Strong, leak-proof steel drums, made by United States Steel, are unsurpassed as containers for shipping almost anything anywhere. You'll find them traveling all over the world, bearing gasoline, paint, chemicals, foods, scores of other commodities. Only steel can do so many jobs so well.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

SEE THE UNITED STATES STEEL HOUR. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh 30, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE
OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY

4-1445

COMPARATIVE NETWORK TV SHOWSHEET

©1954 by Broadcasting Publications, Inc.

	SUNDAY				MONDAY				TUESDAY				
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC
6:00 PM		Omnibus Aluminium Co. of Canada Scott Paper Norcross		Revere alt. Sundays Pan Amer. Meet the Press L									
6:15													
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F									
6:45													
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie	TBA	Toni Frawley Corp. (alt. with) People Are Funny	*Kukla, Fran and Ollie*		Co-op Capt. Video		*Kukla, Fran and Ollie*		Co-op Capt. Video		*Kukla, Fran and Ollie*
7:15					Tide Water Oil Daly–News		7;15-7;30 Miles Labs. Morgan Beatty and the News		*John Daly News*		7:15-7:30 Miles Labs. Morgan Beatty and the News		Tide Water Oil Daly–News
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L	Ralston-Purina Name's the Same L	Amer. Home Prod. News		Toni Co. Tony Martin Show L	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L	Soldier Parade L-S eff. 20/27 American Motors American Dairy Derby Foods Disneyland
7:45						Ligg. & Mys. Perry Como L		Camel News Caravan L		Gold Seal Jo Stafford L		Camel News Caravan L	
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L 7:30-9 p.m. Spectaculars (intermittently) Rynlds. Mtl. H. Bishop Sunbeam L	*Enterprise USA* F	Carnation (alt.) Goodrich Burns & Allen L		RCA Amer. Chicle Speidel Caesar's Hour	No Net. Service	*Red Skelton*	Vitamin Corp. of America The Goldbergs	Buick Berle Show (20 shows)	
8:15												M. Raye Show H. Bishop (10 shows) Bob Hope Show (6) Gen. Foods TBA—3	
8:30	The Big Picture F				Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L			Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy st. 10/19	*One Minute Please*		eff. 10/20 Liggett-Myers The New Stu Erwin Show
8:45													
9:00	Gruen-Amr. Safety Razor Winchell	General Electric GE Theatre F	Clorets & Pharmaceuticals Inc. Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse	*College Press Conference News* L	Philip Morris I Love Lucy F	Co-op Monday Night Fights Chris. Schenkel	Dow Chemical Medic F	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. O'Cedar Meet Millie L	H. J. Heinz Co. Studio 57	P&G Fireside Theatre F	Remington Rand-Knomark mfg. (Alt. wks.) Masquerade Party
9:15	Packard Mtr. Martha Wright												
9:30	*Dr. I. Q*	Bristol-Myers The Celeste Holm Show L	Serutan Life Begins at 80		Boxing From Eastern Parkway Neutral Corner L	General Foods December Bride L		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents	U.S. Steel United States Steel Hour alt. weeks Elgin The Elgin Hour	Nash-Kelvinator alt. wks. Block Drug Danger L		Armstrong's Circle Theatre L	
9:45													
10:00	Dodge Break the Bank	P. Lorillard Father Knows Best	*The Music Show*	P&G Loretta Young Show F		Westinghouse Studio One L				Pet Milk Co. alt. wks. Life With Father		Truth or Consequence P. Lorillard L	
10:15													
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds The Hunter F					Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L	
10:45							Co-op At Ringside						
11:00		Norwich Sunday News Spec.				Longines Chronoscope							
11:15 PM													

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
9:00 AM					Philco Corp. Breakfast Club (M., W. & F.) Quaker Oats (Tu & Th) A. E. Staley Co. (Tu & Th)	The Morning Show M-F 7-9 a.m. Participating Sponsors						
9:15												
9:30												
9:45								General Mills, Fri. Ding Dong School L Gerber Prods. Thursdays				
10:00		*Lamp Unto My Feet*				Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)						
10:15												
10:30		*Look Up and Live*						*A Time to Live* L	Brown Shoe Smilin' Ed's Gang	*Winky Dink and You*		
10:45												
11:00								3 Steps to Heaven P&G L	Ralston-Purina-Nestle (alt. wks.) Space Patrol	Wander Co (alt. wks.) Gen. Mills Captain Midnight F		
11:15						Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		Participating Sponsor Home L				
11:30										Campbell Soup Abbott & Costello		
11:45						Gen. Mills (MWF) Sponsor Valiant Lady Toni (Tu&Th)						
12:00 N			N.Y.Times Youth Forum	Capt. Hartz & His Pets Hartz Mtn. Prods. L				*Betty White Show* L		National Dairy The Big Top L		
12:15 PM				*M. Beatty News* L		Amer. Home Products Love of Life						
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		*American Inventory* L		P&G Search for Tomorrow		Feather Your Nest Colgate-Palmolive L				
12:45						P&G Guiding Light						
1:00			*Johns Hopkins Science Review*	Youth Wants to Know L		Gen. Foods Portia Faces Life				Gen. Mills The Lone Ranger F		
1:15						P&G The Seeking Heart						

1:30 PM
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5:30
5:45 PM

FOR OCTOBER 1954

	THURSDAY				FRIDAY				SATURDAY				
NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
													6:00 PM
													6:15
													6:30
													6:45
	Kukla, Fran and Ollie		Walter H. Johnson & Co. Capt. Video		*Kukla, Fran and Ollie*		Co-op Capt. Video			Wrigley Gene Autry Show		*Mr. Wizard* F	7:00
	John Daly News		7:15-7:30 Miles Labs. Morgan Beatty and the News		Tide Water Oil Daly-News		7:15-7:30 Miles Labs. Morgan Beatty and the News						7:15
Coca-Cola Eddie Fisher L	General Mills Lone Ranger F	American Tobacco News 7:30-7:45 pm		Dinah Shore Chevrolet L	Gen. Mills Frawley Corp. (alt. wks.) Stu Erwin F	Pharmaceuticals News		Coca-Cola Eddie Fisher L	Dotty Mack	Sylvania Beat the Clock L		Sunbeam Ethel & Albert L	7:30
Camel News Caravan L		Gen. Electric Jane Froman		Camel News Caravan L		Ligg. & Mys. Perry Como L		Camel News Caravan L					7:45
GE I Married Joan F	The Mail Story L	General Electric Ray Milland Show	Consolidated Cosmetics Inc. They Stand Accused	DeSoto-Plymouth Groucho Marx F	Lambert Hotpoint (alt.) Ozzie & Harriet F	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L	*Enterprise USA*	Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship)	Participat'g Sponsors Professional Football	Pillsbury-Green Giant Mickey Rooney Show F	8:00
													8:15
Scott My Little Margie F	Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars		Borden Justice L	Lehn & Fink Ray Bolger	R. J. Reynolds Topper F		Gulf—Life of Riley 9/18 F	*Greatest Sports Thrills*			Place the Face Toni Co. L	8:30
													8:45
Krafts Foods Television Theatre L	Brillo—So You Want to Lead a Band		DuMont Labs What's the Story	Chesterfield Dragnet F	Armour Bristol-Myers Paul Hartman Show	Schlitz Playhouse of Stars F	Pharmaceuticals Inc. The Stranger	Simoniz & Amer. C&C Big Story F	Bayuk Cigar Saturday Night Fights L	P. Lorillard Two for the Money L		I. Coca Show Griffin Co. S.O.S. Lewis Howe J&J L	9:00
													9:15
	Kraft Foods Kraft TV Theatre	Singer Sew'g alt. wks. Parker Pen Four Star Playhouse		Ford Theatre F	*In Our Times* F	General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F		Intrnl. Silver Alt. Simmons My Favorite Husband		Geo. Gobel Show Armour (alt.) Pet Milk L	9:30
									Fight Talk				9:45
Hazel Bishop This Is Your Life (alt. wk.) P&G		Philip Morris Public Defender L		Lever Bros. Lux Video Theatre L		Brown & Williamson The Line-Up	P. Lorillard Lentheric Inc. Chance of Lifetime	Gillette Cavalcade of Sports L	Travel Corner	Chrysler Plymouth Div. That's My Boy L		Texaco Star Theatre J. Durante L (alt.) O'Connor F	10:00
													10:15
Big Town A. C. Spark Div.—G.M. (alt. wk.) Lever Bros. F		Carter Prods Alt. Whitehall Name That Tune L				American Oil Hamm Brewing (alt. wks.) Noxzema Person to Person	*Time Will Tell*			General Mills Willy		Am. Tobacco Warner Hudnut Your Hit Parade L	10:30
								Greatest Moments in Sports Mutual of Omaha F					10:45
						Longines Chronoscope					11:05 Boyle-Midway Sports Showcase		11:00
											Co-op Wrestling from Chi		11:15 PM

SUNDAY		MONDAY - FRIDAY				SATURDAY			
DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
Participat'g Sponsors Professional Football	*Religious Hour Frontiers of Faith* L *American Forum* L *Out On the Farm* L Quaker Oats Zoo Parade L Hall Bros. Hall of Fame L *Background* 3 of 4 *Hall of Fame* 1 of 4 (1 hr. show)		P&G Welcome Travelers Robert Q. Lewis (See footnote) Art Linkletter's House Party (See Footnote) 2:30-3 pm Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur. Bob Crosby (See footnotes) P&G The Brighter Day Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th P&G On Your Account 4:30-5 Gen. Mills, Barker Bill's Cartoons W & F 5-5:15 p.m.	Participat'g Sponsors Paul Dixon Show	*The Greatest Gift* L P&G Golden Windows L *One Man's Family* L P&G L Concerning Miss Marlowe *Hawkins Falls* L First Love Jergens Co. L World of Mr. Sweeney L Modern Romances Col.-Pal. L *Pinky Lee Show* L Howdy Doody (See Footnote)	Pre-Game Huddle R. J. Reynolds Carnation Co. Maytag Zenith Amana Carnation Co., Humble Oil NCAA Football Games (Time Varies) Football Scoreboard Colgate-Palmolive R. J. Reynolds	Lever Bros. Uncle Johnny Coons	Greatest Football Plays of the Week	Canadian Pro Football

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

Mon. thru Fri. "Howdy Doody" 5:30-6:00 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10—10:15 Mon. Pacific alts. Masland, Tue. Miles Labs, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10:15-30 Mon. Comstock alt. wks. Hoover, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri. Economics Labs.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri. Brown/n Serve Sausages.

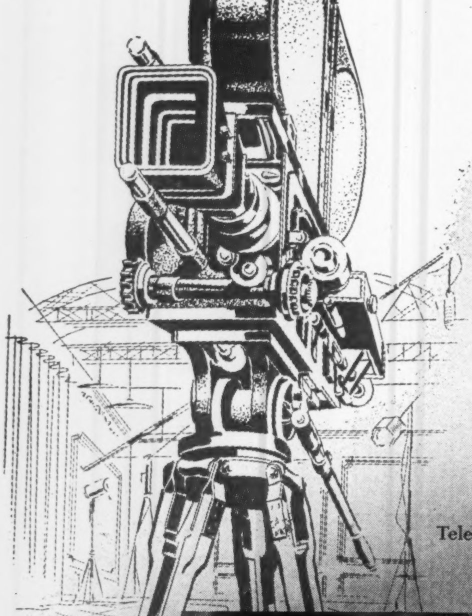
Arthur Godfrey M.—Thu. 10:30-11:30.
10:30-10:45 M. & W. Minnesota Mining & Mfg., Tu. & Th. Frigidaire.
10:45-11 M. & W. Kellogg, Tu. & Th. Toni.
11-11:15 M. & W. Lever Bros., Tu. & Th. Nabisco.
11:15-30 M.—Thu. Pillsbury.

Robert Q. Lewis — 2-2:15 p.m., Tue. Alka-Seltzer, Wed. Best Foods, Thu. S. C. Johnson, Fri. Doeskin.
2:15-30 p.m. Tue. Helene Curtis, Wed. General Mills, Thu. Swanson, Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Dole Pineapple.

Bob Crosby—3:30-45 Tue. Toni, Thu. Swanson, Fri. Englander. Alt wks. S.O.S.
3:45-4 p.m., M., W., Fri.—General Mills, Thu.—American Dairy.

PROUDLY CREATED TO *Outperform!*



Mitchell
CAMERAS

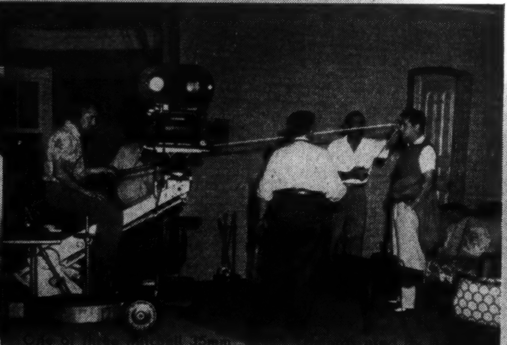
THE matchless technical perfection which a Mitchell camera brings to a film can insure the investment as can no other single element of production.

For over 25 years constant research and engineering by Mitchell has continued to produce, year after year, the most advanced and only truly professional motion picture camera. It is traditional of Mitchell cameras that in addition to filming the world's greatest films, they are to be found wherever new and exacting techniques of filming are being successfully used.

Mitchell cameras are today dependably serving such varied fields as Television, Business and Industry, Education, Government, the Armed Services, and major Motion Picture Studios.

the 1 and only Mitchell

Tom Kelley Studios shoots a TV commercial for North American Airlines with this Mitchell 35 "NC" Ceasar Romero is shown at center.



One of three Mitchell 35mm [illegible] Productions on the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

Mitchell cameras are created, not mass produced—the same supreme custom workmanship and smooth, positive operation is found in each Mitchell camera, 16 mm or 35 mm. Available to give Mitchell Cameras almost limitless capabilities, are the finest of professional accessories.

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

MISS CANDIDATE

WWST-AM-FM Wooster, Ohio, last month staged its 1954 Miss Ohio Pageant. At the ceremonies (l to r): Evelyn Ay, Miss America of 1953; Frank J. Lausche, governor of Ohio; Barbara M. Quinlan, Miss Ohio of 1954; Martha Zimmerman, Miss Ohio of 1953, and (in background) Phyllis Pawlicki, Miss Toledo. Bebe Shopp, Miss America of 1948, and singing star Fran Warren also attended the Miss Ohio pageant.

MISS SOUTH NORFO
MISS HAMPTON
MISS NEWPORT
MISS PORTSMOUTH
MISS NORFOLK

SEVEN contests in the Tidewater area were sponsored by WGH Norfolk, Va. At the Miss Norfolk pageant, prior to the state finals (top row, l to r): Lize Schuster, Miss Warwick; Anne Lovern Dove, Miss South Norfolk; Beverly Anne Farster, Miss Hampton; (middle row) Agnes Juanita Aldridge, Miss Virginia Beach; Delores Mitchell, Miss Newport; Frances Asble, Miss Portsmouth; (bottom row) Barbara Pharo, Miss Norfolk.

EACH YEAR broadcasters promote with gusto the regional and local beauty contests that precede Atlantic City's final judgments. Herewith is a cross-section of those stations reporting contest activities to B•T.

CULMINATING efforts of WPRC Lincoln, Ill., which conducted balloting among listeners in cooperation with local merchants, Joyce Babb is crowned Logan County Fair Queen by Marjorie Moriearty, last year winner.

COCONINO
NAVAJO
APACHE
YAVAPAI
GILA
PINAL
PIMA
TUCSON

MISS ARIZONA for 1954 is Marji Nylund, who stars in the KPHO-TV Phoenix *Good Morning Show* presenting women's news.

WASHINGTON

LINDA WEISBROD, Miss Washington of 1954 in the contest sponsored by WWDC Washington, discusses the honor with Arthur Pardell (l), Foote, Cone & Belding, and Martin Kane, Hewitt, Ogilvie, Benson & Mather.

WHAS-AM-TV POLITICAL DEBATE

INVITATION for a political debate over WHAS-AM-TV Louisville, Ky., has been accepted for Oct. 14 from the stations by Sen. John Sherman Cooper (R) and former Vice President Alben W. Barkley (D), opposing candidates for U. S. Senate in the upcoming Kentucky elections. The hour-long program is being made available by the station to any Kentucky radio outlet outside of Louisville that will carry it on a public service basis as WHAS-AM-TV is doing.

'HEADLINES IN PERSPECTIVE'

NEW YORK U. is presenting a new weekly series, *Headlines in Perspective*, on NBC Radio in cooperation with the network. The series features Charles A. Dwyer, assistant dean of N.Y.U.'s School of Commerce, Accounts, and Finance, as moderator, with panel members chosen from the school's faculty according to respective specialties. The first program dealt with the "bingo" issue as discussed from the legal, historical and sociological viewpoints. *Headlines in Perspective*'s time slot is Sunday, 10:30-11 a.m. EST.

WTAG SERIES FOR EDUCATION

TWENTY-SEVEN tape and phonograph recordings have been made of the WTAG Worcester, Mass., *Main Street, Europe* program and presented to the Worcester Free Public Library and the Committee on Business Information for distribution to schools, churches and other groups seeking information about everyday European life. The series has been re-edited into recordings by Clark U., Worcester, and will be used by schools and colleges as supplements to textbooks. The original programs were produced by Louis Fontaine, a former newspaper reporter, while visiting 14 European countries on a 30,000 mile trip. WTAG reports that *Main Street*, which is broadcast overseas by the Armed Forces Radio Network, was the only non-network radio program to win the 1953 Christopher Award.

Our Best to You

JET PROMOTION in Korea is provided by Lt. S. G. Flowers who has named his Sabrejet after a WPTF Raleigh record show. Lt. Flowers wrote to Jimmy Capps, disc m.c. of WPTF's late evening *Our Best to You* program, saying that he has had some explaining to do because most pilots name their planes after their wives or girl friends. Lt. Flowers also said he has been contacted by some boys who spotted the name and knew of the WPTF show.

RADIO

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TELEVISION

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WCBS-TV FILM BROCHURE

NEW sales promotion folder listing 129 feature films which will make their New York tv debuts during the 1954 season on its *The Early Show* and *The Late Show* is being mailed by WCBS-TV New York to advertisers and agencies. The folder, titled "How to Keep Film Ratings Up," can be fitted inside a coat pocket and when pulled open (as an accordian) it stretches more than three feet. Films are in four groups, the first with Hollywood stars (some of them produced in 1953 and 1954); second, 26 new features produced especially for tv; third, a mystery package; and fourth, a new British collection, all of which were released for theatrical use after 1950.

WPTR HOSTS H. S. REPORTERS

RADIO WORKSHOP and theatre party for high school newspaper reporters will be staged Oct. 30 by WPTR Albany, N. Y. The station has sent letters to all high schools within a 75 mile radius of it inviting them to send two delegates each to the event. The group will first receive a tour of WPTR and a briefing on the history, advertising advantages and service to community and employment potentials of radio. A buffet luncheon with station personalities and a radio-tv star will follow and then the entire group will attend a motion picture party at the Palace Theatre in Albany. From this and interviews with persons present, the two student reporters from each school will write a radio-operations feature and a personalities-interviewed feature respectively. WPT will award radios and record albums to the students who evolve the best stories for their papers.

WBOC-AM-TV BROCHURE

BROCHURE describing the operations, programming and personnel of WBOC-AM-TV Salisbury, Md., is being sent to advertisers and agencies by the stations. Complete with illustrations of facilities and an album of the operations personnel, the six page booklet also contains a brief history of the outlets. Stating that annual retail sales of the markets is $363,533,000, the brochure says that WBOC-AM-TV's "radio and television programs are planned for particular appeal to the 302,000 residents within the stations' coverage areas."

VERSATILITY OF RADIO

VERSATILITY OF RADIO was the theme exploited by WROL Knoxville, Tenn., at its booth in the Tennessee Valley Agricultural and Industrial Fair held in that city Sept. 13-18. "So Many Places to Listen . . ." in large letters headed the backboard display, together with illustrations of the bedroom, kitchen, car and living room typifying locales where radio can be heard. As an added promotion, several radios were given to fairgoers by WROL on the closing night of the event.

BUSY STATION

KWOS-AM-FM Jefferson City, Mo., alerted schools of that city Sept. 20 to an approaching 80 m.p.h. tornado, after receiving a warning ten minutes before. When telephone power failed a few minutes later, a KWOS staffer made trips to the remaining uncalled schools while the station broadcast police and damage bulletins. On Sept. 22, following coverage of a robbery in the morning, KWOS sent newsmen inside the walls of Missouri State Penitentiary in Jefferson City to report on one of history's worst prison riots. Upon request of the warden, the station broadcast orders for all

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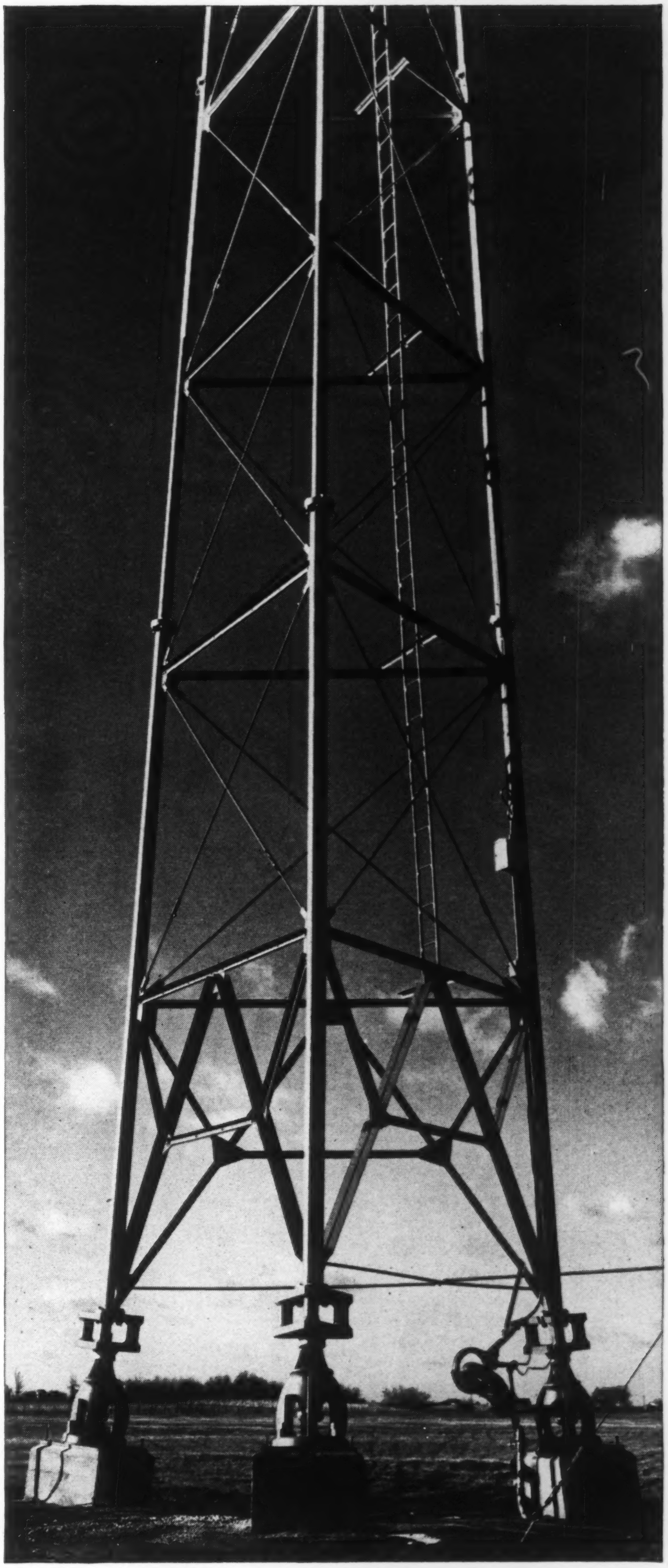

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639
The finest directional cardioid microphone using both ribbon and dynamic elements. Used for highest quality when extraneous noises must be eliminated. Frequency response: 30-12,000 cycles.

633
The famous "salt shaker" dynamic microphone which has long been a popular choice for general studio and field use. Frequency response. 30-15,000 cycles.

670A
A broadcast quality cardioid microphone that delivers highest performance at moderate cost. Small, rugged, light in weight. Average discrimination 18 db. Selection of various pickup patterns. Frequency response: 30-15,000 cycles.

660
An economical version of the famous Western Electric "salt shaker," using the same efficient dynamic unit in a smaller case. Frequency response: 35-15,000 cycles.

671A
A compact velocity microphone of outstanding quality and ruggedness. Frequency response: 30-15,000 cycles.

632C
A close-talking dynamic microphone with a rising frequency characteristic for voice use only. Provides maximum intelligibility for difficult PA and paging installations.

M-20
The Altec Lipstik Microphone System which provides a lipstick size housing for the famous model 21 condenser microphone. Smoothest frequency response and greatest range on the market. 10-15,000 cycles.

M-11
The popular M-11 Microphone System using the model 21 condenser microphone is still available to those who prefer the graceful shape of the 150A base to the compactness of the Lipstik. Frequency response: 10-15,000 cycles.

Distributed by GraybaR ELECTRIC COMPANY

ALTEC LANSING CORPORATION

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161 Sixth Avenue, New York 13, N. Y.

guards, city police and highway patrolmen in the area to report to the prison. KWOS aired bulletins approximately every two minutes for six hours, staying on after sign-off time until it was assured the riot had been quelled. KWOS, equipped with city police and highway patrol radios, also fed reports to several other stations in the state.

KENM OFFERS MUSIC COURSE

EAST NEW MEXICANS and West Texans can take a college credit course in music appreciation over KENM Portales, N. M., being offered through the cooperation of the School of Music, Eastern New Mexico U. in that city. The course, *Milestones in Music*, is aired Tuesdays and Thursdays, 1-1:45 p.m., and is conducted by C. M. Stookey, chairman of the School of Music. Credit will be given to persons passing examinations at mid-term and course completion.

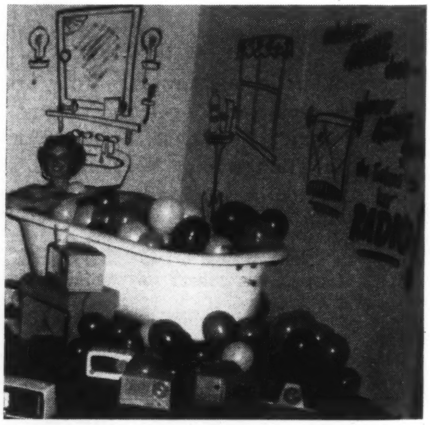
GOOD SAMARITAN STATION

EMPLOYES of WNAM Neenah, Wis., are putting money into expired parking meters in that city, Menasha, Appleton and Oshkosh, and leaving a card for the car-owner stating, "One of our staff found your meter had run out. To save you from getting a ticket he put in change. WNAM . . . Music News Sports . . . 1280 on your radio dial."

[Ed. Note: Other stations that might consider this promotion are advised to check local traffic regulations. In some communities it is illegal to renew the meter time past the first parking period.]

CBC MOUNTIE SERIES

SERIES of weekly programs for children dealing with the Royal Canadian Mounted Police is being aired this fall and winter over the CBC Trans-Canada Network. The series, titled *The Quiet Force*, is semi-documentary and features all operation phases of the force, including historical events in early days and its present work with dogs in tracking down criminals and missing persons.



THE LADY in the bathtub is Ann Connor, personality of WSAZ Huntington, W. Va., enjoying the spotlight of attention at that station's booth in the recent "Do-It-Yourself" show held in Huntington. The WSAZ display promoted the theme "listen to your radio while you do it yourself"—even if you're taking a balloon bath. Persons visiting the booth were given "I saw Annie in the bathtub" cards as well as radio and tape recorder demonstrations.

MONEY FOR HOME LISTENERS

HOME LISTENERS of *Break the Bank* now have an opportunity to win some extra money due to a change in format of the NBC Radio show heard weekday evenings, 10:45-11 p.m. Until two weeks ago, only persons in the studio audience could compete for the cash prizes of the program, which has awarded $2,225,000 in its ten-year history. A postcard, bearing the name and address of the sender and his druggist, serves as the listener's entry blank. Following a daily drawing, emcee Bud Collyer will telephone the contestant, ask one question, and upon answering correctly the person will win the money in the bank.

TOYS AND STORIES

STORIES and toy prizes is the format of *The Toymaker,* a new five-weekly quarter-hour program aired over KTLA (TV) Hollywood. Storyteller Frederick Gierman spins the tales and demonstrates the products of approximately 12 toy manufacturers who participate on a cooperative basis. The toys demonstrated are aimed at developing the imagination of the moppet audience.

WMTW (TV) ANSWER MAN

LATEST publicity man to go to work for WMTW (TV) Poland, Me., is "Veda, the Magic Answer Man," a mystic who can give you the correct answer to pertinent questions concerning the station. The gimmick is an ingenious magnetic box game employing a question and answer method. Veda, a magnetized plastic man, is placed into the center of a circle and turned to any question on the circumference. In the same manner he is then placed into a second circle and the magnets spin him to the correct answer. If you were to ask Veda "What tv station covers the largest area in the world?" or "What is the retail sales volume in the primary coverage area?", he would immediately tell you "Mt. Washington TV (WMTW)" and "Over 1½ billion dollars." The game is packaged by Pressman Toy Corp., 1107 Broadway, New York 10, N. Y.

CFPL AIRPLANE TRIPS

TO PREVENT a summer slump in mail response to its *Big Top* quiz program, CFPL London, Ont., added to the prizes of the show a bonus airplane trip for two. The tickets, for flights to Cleveland, Windsor-Detroit, and Toronto, were given away to winning contestants every two weeks for three fortnights. The bonus prize feature was promoted by CFPL through a direct mail campaign to all London grocers selling products advertised on *Big Top,* including streamers and "radio advertised" shelf markets.

WMUR INTERVIEWS MISS N. H.

WMUR Manchester, N. H., in conjunction with the opening of a new retail outlet there, arranged to have Mae Allen, Miss New Hampshire of 1954, interviewed on the air to help mark the event. Miss Allen also accompanied Bill Perry, WMUR personality, to the store for a personal appearance and interviews with customers.

KENNEDY EMPLOYS RADIO

KENNEDY EMPLOYMENT AGENCY, Rockville Center, Long Island, has signed to sponsor three news programs a week over WHLI Hempstead, L. I., N. Y. The agency, which is a heavy newspaper advertiser, intends to find job applicants through its new radio campaign. Although Kennedy is the first client of its kind at WHLI, the station has been used successfully in the past to recruit personnel for industrial firms, it reports.

why PORK prices are LOWER now

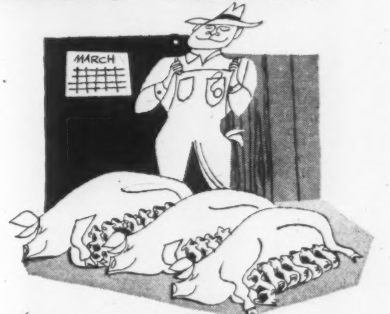
Lower prices this fall are the result of much more plentiful supply—which is the result of a chain of events that started over a year ago.

1. It takes corn to make pork. But the last time there was a bumper pig crop, hog prices came way down while corn prices stayed up. As a result, many farmers decided that it wouldn't pay to turn as much corn into pork the next year, and pork production dropped 20%.

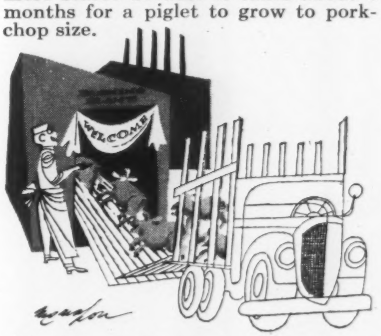
HOGS NOW BRINGING HIGHEST PRICES OF YEAR

2. Then last winter, when pork supplies were low (we'd eaten ourselves nearly out of it), demand stayed high. So prices started going up—up—up!

3. But the higher prices showed, though, that people wanted—and were able to buy—a lot more pork than they'd been getting.



4. So growers decided to boost their hog production. Last spring they started 56 million pigs eating their way to market. (6½ million more than the year before.) Meanwhile, pork got even more scarce because it takes about 6 months for a piglet to grow to pork-chop size.



5. These spring-crop porkers started coming to market early this fall. They'll keep coming, in plentiful numbers, for the next few months. By the time they're all brought to market, another pig crop, *started* this fall, will be ready to sell.

6. When we start getting more of any kind of meat than there has been, and demand remains about the same, prices just naturally come down. That's happening now on pork. And when consumers help themselves to the values that go with these larger seasonal supplies, we help to give livestock men the assurances *they need* to grow meat *we'll need* later on.

AMERICAN MEAT INSTITUTE

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Station Authorizations, Applications

(As Compiled by B • T)

September 30 through October 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc —kilocycles. SSA — special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Sept. 30, 1954*

	AM	FM	TV
Licensed (all on air)	2,602	535	112
CPs on air	14	24	†316
CPs not on air	121	14	150
Total on air	2,616	559	428
Total authorized	2,737	573	578
Applications in hearing	137	2	167
New station requests	155	3	12
New station bids in hearing	76	0	151
Facilities change requests	128	8	15
Total applications pending	658	83	182
Licenses deleted in Sept.	0	2	0
CPs deleted in Sept.	2	0	8

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially.

* * *

Am and Fm Summary through Oct. 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,616	2,590	135	155	76
Fm	559	535	38	3	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	255	309	564[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	279	120	399
Noncommercial on air	4	3	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	928	337	718	528	1,247[2]
Educational	55		28	27	55[3]
Total	983	337	746	555	1,302[4]

[1] Ninety-seven CPs (17 vhf, 80 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 32 already granted.

[4] Includes 596 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Sacramento, Calif.—Sacramento Telecasters Inc. granted vhf ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,618 ft., above ground 647 ft. Estimated construction cost $417,731, first year operating cost $258,400, revenue $299,000. Post office address 716 California State Life Bldg., Sacramento 14. Studio location 30th & L Sts., Sacramento. Transmitter location 4.5 mi. SE of Salmon Falls, El Dorado Co., Calif. Geographic coordinates 38° 43′ 10″ N. Lat., 120° 59′ 22″ W. Long. Transmitter GE, antenna GE. Legal counsel Haley & Doty, Washington. Consulting engineer E. C. Page, Consulting Radio Engineers, Washington. Principals include President **William P. Wright** (10.26%), president & 25% owner Wright & Kimbrough Real Estate, Sacramento, and secretary & 25% owner Wright Holding Co. Real Estate, Sacramento; Vice President **John H. Schacht** (15.38%), secretary & 50% owner Radio Modesto Inc. (licensee of KMOD Modesto, Calif.), Modesto, Calif.; Secretary **Henry Teichert** (2.56%), sole owner Henry Teichert Law Office, 1/10th of Del Paso Rock Products Co., vice president and 1/10th owner A. Teichert & Son Inc. (general contractors), and secretary & 1/24th Black Diamond Co. (lumber), all Sacramento; **Andrew Henderson Jr.** (5.13%), physician and surgeon, 50% owner of commercial building and 160-acre farm, Hanford, Calif., and president, American Buildings Materials Co. Ltd., Sacramento; **Alan H. Pollock** (5.13%), owner of KTTV (TV) Hollywood; **Clarence H. Breuner** (5.13%), president and 25% owner, John Breuner Co. (retail furniture), Oakland, Calif.; **Robert H. Breuner** (5.13%), treasurer & 25% owner John Breuner Co.; **Edward M. Wright** (5.13%), vice president & 25% of Wright & Kimbrough, vice president & 25% of Wright Holding Co.; **Russell Gallaway Jr.** (10.26%), vice president & 2/7 of Hotel Senator Corp. (hotel), Sacramento, president & 100% of Freeport Insurance Co., Sacramento, and secretary-treasurer & 49% of Wright & Kimbrough; **Adolph Teichert Jr.** (7.69%), vice president, 25% of Del Paso Rock Products Co., president, ⅓ of A. Teichert & Son; **Thomas H. Richards Jr.** (5.13%), 50% partnership Sacramento Herefords (cattle), Sacramento; **Nelson B. Morse, 51%** Calif. Dehydrating Co., 50% Morse Bros., (realtors), San Leandro, Calif. Granted Sept. 29.

Visalia, Calif.—Irwin V. Willat d/b as Sequoia Telecasting Co. granted uhf ch. 43 (644-650 mc); ERP 22.73 kw visual, 12.19 kw aural; antenna height above average terrain 308.8 ft., above ground 319.4 ft. Estimated construction cost $122,544, first year operating cost $180,000, revenue $180,000. Post office address 400 East Tulare St., Tulare, Calif. Studio and transmitter location Walnut Ave. off Mooney Blvd., Visalia. Geographic coordinates 36° 18′ 44″ N. Lat., 119° 19′ 09″ W. Long. Transmitter and antenna, DuMont. Consulting engineer James R. Bird, Oroville, Calif. Mr. Willat is retired motion picture director, producer and writer. Granted Oct. 6.

Fort Wayne, Ind.—Radio Fort Wayne Inc. (WANE) granted uhf ch. 69 (800-806 mc); ERP 99.1 kw visual, 49.55 kw aural; antenna height above average terrain 484 ft., above ground 1,251 ft. Estimated construction cost $197,900, first year operating cost $195,940, revenue $229,950. Post office address 1205 Fort Wayne Bank Bldg., Fort Wayne, Ind. Studio and transmitter location 127 W. Berry St., Fort Wayne, Ind. Geographic coordinates 41° 04′ 44″ N. Lat., 85° 08′ 28″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George C. Davis, Washington. Principals include President **C. Bruce McConnell** (50.9%), Vice President **Robert B. McConnell** (0.09%), Second Vice President **Charles Kennedy**, Treasurer **Frank E. McKinney** (10%), Secretary **Earl H. Schmidt** (7%) and **P. R. Mallory Co.** (9.78%). Above stockholders are associated in ownership of WISH-AM-TV Indianapolis and WHBU Anderson. Granted Sept. 29.

Binghamton, N. Y.—Southern Tier Radio Service Inc. (WINR) granted uhf ch. 40 (626-632 mc); ERP 190 kw visual, 99 kw aural; antenna height above average terrain 560 ft., above ground 405 ft. Estimated construction cost $245,714, first year operating cost $202,625, revenue $212,000. Post office address 58 Exchange St., Binghamton. Studio location 58 Exchange St., Binghamton. Transmitter location Hiner Rd., Kirkwood, N. Y. Geographic coordinates 42° 06′ 53″ N. Lat., 75° 51′ 16″ W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer: Craven, Lohnes & Culver, Washington. Principals include President **Donald W. Kramer** (10%), Vice President **E. R. Vadeboncoeur** (12.65%), Secretary **Donald J. Duvall** (9.28%), Treasurer **Neldon L. Kidd** (12.63%), **A. G. Belle Isle** (6.67%), **Thomas W. Rourke** (6.67%), **Lewis C. Ryan** (9.72%), **James W. Colella** (5%), **Samuel M. Allerton** (8.57%), **George R. Ives**, executor of estate of Robert E. Kelly, deceased, for beneficiaries Eileen and Patricia Kelly (8.57%) and **Laura A. MacClary** (5.75%). Granted Sept. 29.

Petersburg, Va.—Petersburg Tv Corp. granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 546 ft., above ground 574 ft. Estimated construction cost $597,545, first year operating cost $685,000, revenue $760,000. Post office address % Thomas G. Tinsley, 6200 Broad St. Rd., Richmond, Va. Studio location 214 E. Washington St., Petersburg. Transmitter location Hundred Road, 7.5 miles E of Chester, Va. Georgraphic coordinates 37° 20′ 33″ N. Lat., 77° 18′ 17″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bingham, Collins, Porter and Kistler, Washington. Consulting engineer Robert E. L. Kennedy, Washington. Principals include President **Thomas G. Tinsley Jr.**, president and 14% stockholder WITH-AM-FM-TV Baltimore, president and 99.6% stockholder

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WLEE-AM-FM Richmond; Vice President **Irvin G. Abeloff** (2.2%), director WLEE; Vice President **H. Carter Myers Jr.** (2.2%), real estate and auto dealer; Secretary **Alexander Hamilton Jr.** (1.1%), attorney; Treasurer **Benjamin T. Kinsey** (2%), attorney, and **Lee Bcstg. Corp.** (WLEE-AM-FM Richmond, Va.) (45%). Granted Sept. 29.

Existing Tv Stations . . .

ACTIONS BY FCC

WMT-TV Cedar Rapids, Iowa—American Bcstg. Stations Inc. Granted change in ERP to vis. 100 kw, aur. 70 kw. Granted Sept. 29; announced Oct. 6.

KTIV (TV) Sioux City, Iowa—KCOM Bcstg. Co. Granted STA to operate commercially on ch. 4 for 60 days without spurious emission filter required by Sec. 3,687(i) of rules and with studio temporarily located at transmitter. Granted Sept. 28; announced Oct. 6.

KFVS-TV Cape Girardeau, Mo.—Hirsch Bcstg. Co. Granted STA to operate commercially on ch. 12 until Dec. 14. Granted Sept. 28; announced Oct. 6.

KLAS-TV Las Vegas, Nev.—Las Vegas Television Inc. Granted change in ERP to vis. 26.9 kw and aur. 14.4 kw; antenna height above average terrain 130 ft. Granted Sept. 29; announced Oct. 6.

KVOO-TV Tulsa, Okla.—Central Plains Enterprises Inc. Granted change of ERP to vis. 100 kw, aur. 60.3 kw. Granted Sept. 29; announced Oct. 6.

KLTV (TV) Tyler, Tex.—Lucille Ross Lansing. Granted STA to operate commercially on ch. 7 for period ending Oct. 29. Granted Sept. 30; announced Oct. 6.

PERMITS DELETED

WECT (TV) Elmira, N. Y.—El-Cor Television Inc. Granted request for cancellation of permit for new tv station on ch. 18. Deleted Sept. 29; announced Oct. 6.

WCOG-TV Greensboro, N. C.—Inter-City Adv Co. of Greensboro, N. C., Inc. Granted request for cancellation of permit for new tv station on ch. 57. Deleted Sept. 29; announced Oct. 6.

APPLICATIONS

WXEL (TV) Cleveland, Ohio—Empire Coil Co. seeks mod. of CP for ch. 8 to change ERP to 316 kw visual, 188.7 kw aural; antenna height above average terrain 1,000 ft. Filed Oct. 4.

WDXI-TV Jackson, Tenn.—Dixie Bcstg. Co. seeks mod. of CP for ch. 7 to change ERP to 84 kw visual, 42 kw aural; antenna height above average terrain 626 ft. Filed Oct. 1.

New Am Stations . . .

ACTIONS BY FCC

Haines City, Fla.—KWK Inc. granted 540 kc, 10 kw daytime DA; two tower array, each tower 350 ft. above ground, located 6.4 mi. WNW of Haines City, Fla. Estimated construction cost $116,815, first year operating cost $184,000, revenue $191,000. Applicant is licensee of KWK St. Louis, Mo. Granted Sept. 29.

WCBI Columbus, Miss.—Columbus Bcstg. Co. granted CP to change from 1340 kc 250 w unlimited to 550 kc 1 kw day, 550 w night, directional. Granted Sept. 30.

Forest City, Miss.—Scott County Bcstg. Co. granted 860 kc, 500 w daytime. Post office address % John F. Clagett, 1424 K St., N. W., Washington, D. C. Granted Sept. 29.

Boonville, N. Y.—Black River Radio Inc. granted 900 kc, 500 w daytime. Post office address % Livingston Lansing, R.D. #3. Granted Sept. 22.

APPLICATIONS

Tuscumbia, Ala.—Carl Pugh & Harrod A. Pugh d/b as Tuscumbia Bcstg Co., 1540 kc, 1 kw daytime. Post office address Carl Pugh, Box 55, Haleyville, Ala. Estimated construction cost $15,980, first year operating cost $17,220, revenue $32,850. Principals include **Carl Pugh** (50%), chief engineer WMSL Decatur, Ala., and **Harrod A. Pugh** (50%), former railroad employe. Filed Sept. 30.

Colorado Springs, Colo.—Arenze Bcstrs., 1450 kc, 250 w unlimited. Post office address % Frank J. Nesmith, 110 North San Josquin St., Stockton, Calif. Estimated construction cost $12,092, first year operating cost $35,000, revenue $47,000. Principals include Pres. **James Hogan Ranger** (1/3), manager KWG Stockton; Vice Pres.-Treas. **Ed John Zuchelli** (1/3), employe KXOB Stockton, and Sec. **Frank J. Nesmith** (1/3), chief engineer KWG. Filed Oct. 4.

Franklin, Ind.—Charles N. Cutler & Earl T. Herzog d/b as Wireless Bcstrs., 1590 kc, 500 w daytime. Post office address Room 8, KP Building, South Jefferson St., Madison, Ind. Estimated construction cost $13,176, first year operating cost $24,000, revenue $48,000. Principals include **Charles N. Cutler** (1/3), WNOP Newport, Ky., employe, and **Earl T. Herzog** (2/3), engineer WLW Cincinnati. Filed Oct. 1.

Pipestone, Minn.—Pipestone Radio Corp., 1050 kc, 1 kw daytime. Post office address % Dalton

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E. Nelson, Box 312, Pipestone. Estimated construction cost $18,066, first year operating cost $48,000, revenue $54,000. Principals include Pres. **C. B. Thomas** (12.2%), variety store owner; Vice Pres.-Gen. Mgr. **Dalton E. Nelson** (2%); Treas. **Roy G. Less** (12.2%), retail farm machinery, and **Henry Dalton Inc.** (37%). Filed Oct. 1.

Dundalk, Md.—Erway Bcstg. Corp., 860 kc, 500 W daytime, directional. Post office address 5436 Harford Rd., Baltimore, Md. Estimated construction cost $20,826, first year operating cost $52,380, revenue $63,000. Principals include Pres. **Guy S. Erway** (66.6%), insurance, and Vice Pres. **Raymond A. Hall** (33.3%), real estate and service station owner. Filed Oct. 5.

Pocomoke City, Md.—Walter F. Harris Jr., 1290 kc, 1 kw daytime. Post office address Box 269, Fredericksburg, Va. Estimated construction cost $27,595, first year operating cost $36,000, estimated revenue $42,000. Applicant is manager of station WFVA Fredericksburg, Va. Filed Sept. 17.

Existing Am Stations . . .

ACTION BY FCC

WPNX Phenix City, Ala.—Community Bcstg. Co. granted mod. of license to change location to Phenix City, Ala.-Columbus, Ga., and establish additional main studio at Columbus. Granted Sept 29.

Existing Fm Stations . . .

STATIONS DELETED

KVME (FM) Merced, Calif.—Merced Bcstg. Co. granted request to cancel license and delete fm station. Deleted Oct. 1; announced Oct. 6.

KTEM-FM Temple, Tex.—Bell Bcstg. Co. Granted request to cancel license and delete fm station. Deleted Oct. 1; announced Oct. 6.

Ownership Changes . . .

ACTIONS BY FCC

WJJJ Montgomery, Ala.—Southern Bcstg. Co. granted voluntary transfer of control to Capitol Bcstg. Co. for $36,550 plus obligations totalling $55,000 owed by Southern Bcstg. Co. to its stockholders, E. Judkin Mathews, John C. Mathews, and Joseph G. Mathews. Principals in Capitol include: **Oscar P. Covington**, shoe business, president (13.89%); **Clara R. Covington**, vice president (13.89%); **Hugh M. Smith**, general manager WGWC Selma and WCOV-AM-FM-TV Montgomery, Ala., secretary-treasurer (2.78%); **Margaret Covington Milwee**, director (6.94%); **W. I. Milwee**, auto dealer (6.94%); **Ethel Covington**, director (13.89%); **Peggy Milwee Carlton**, director (13.89%); **Hazel C. Davies**, director (13.89%); **Earle B. Covington**, maintenance engineer (13.89%). Capitol plans to return its license of WCOV to the FCC before it takes control of WJJJ. Capitol's stockholders control WGWC, WCOV-AM-TV, and WGWD Gadsden, Ala. Granted Oct. 6.

KRIZ Phoenix, Ariz.—Howard M. Loeb granted voluntary assignment of license to Melody Shops Inc., wholly-owned corporation of Howard M. Loeb, 100% owner of station. Granted Sept. 27; announced Oct. 6.

WKOA Hopkinsville, Ky.—Thomas F. Wood, A. W. Wood and Charles W. Stratton d/b as Pennyrile Bcstg. Co. granted assignment of permit to new corporation of same name and ownership. Granted Oct. 1; announced Oct. 6.

WHDH-AM-FM Boston—Matheson Radio Co. granted transfer of control to Boston Herald-Traveler Corp. through dissolution of subsidiary firm, Fidelity Bcstg. Corp. No consideration or change of ownership. Granted Sept. 29; announced Oct. 6.

KLCB Libby, Mont.—Lincoln County Bcstrs. Inc. granted approval to prior transfer of control from Mary E. Coburn individually to herself and Mr. Coburn jointly. Mrs. Coburn, owner of 1,340 sh. (60.9%), in August 1953 sold total of 500 sh. to reduce her holding to 38.18%. Oliver G. Coburn, owner of 809 sh. (36.77%), sold 50 sh. to reduce his holding to 34.5%. Stock was sold at $10 per sh. to William F. and Agnes Hafferman to be held 275 sh. each (12.5%). Granted Oct. 6.

WWNY-AM-FM Watertown, WMSA-AM-FM Massena and WCNY-TV Carthage, N. Y.—Brockway Co. granted transfer of control to John B. Johnson, heir and executor of estate of his mother, Jessie R. Johnson, deceased, principal stockholder. Granted Oct. 6.

WJZM Clarksville, Tenn.—Elmer T. Campbell & John P. Sheftall d/b as Campbell and Sheftall granted involuntary assignment of license to Gladys W. Campbell, executrix of the estate of Elmer T. Campbell (60%), deceased, and John P. Sheftall (40%), d/b as Campbell and Sheftall. Granted Oct. 1; announced Oct. 6.

KMO Tacoma, Wash.—KMO Inc. granted assignment of license to Tacoma Radio Corp. for $200,000. Carl E. Haymond is chief owner of KMO Inc. Tacoma Radio Corp. includes **J. Archie Morton,** former assistant to president of KIRO Seattle, president and 25% owner; **Clara H. Morton,** vice president 25%; **Charles D. Hunter Jr.**, partner in law firm of Eisenhower, Hunter, Ramsdell & Duncan, secretary-treasurer 25%; **Louis H. Hunter,** vice president 25%. Granted Oct. 6.

KUTI Yakima, Wash.—Walter N. Nelskog tr/as Independent Bcstrs. granted voluntary assignment of CP to Walter N. Nelskog (50%), D. Gene Williams (25%) & Delbert Bertholf (25%), d/b as Independent Bcstrs. for $7,500. Messrs. Williams and Bertholf are associated in the management and ownership of KSPO Spokane, Wash. Granted Oct. 6.

APPLICATIONS

KCLF Clifton, Ariz.—Dwight Harkins Amusement Enterprises Inc., d/b as The Saguaro Bcstg. Co. seeks voluntary assignment of license to Gila Bcstg. Co. for $15,000. Principals include Pres. **D. F. Long** (5%); Vice Pres. **Grant Greenhalgh** (10%); Sec.-Treas. **Earl Hunt** (15%), and **Paul Merril** (15%). Gila Bcstg. owns KGLU Safford, KWJB Globe, KCKY Coolidge, and KVNC Winslow, all Arizona. Filed Sept. 28.

WJWL Georgetown, Del.—Rollins Bcstg. Inc. seeks voluntary assignment of license to wholly owned subsidiary Rollins Bcstg. of Delaware Inc. Consideration is book value. Filed Sept. 30.

KDBS Alexandria, La.—Dixie Bcstg. Service seeks voluntary assignment of license to John Anthony Lazorne & Irving Ward-Steinman d/b as Dixie Bcstg. Service for $25,000. Principals include **John A. Lazorne** (50%), real estate and cafe owner, and **Irving Ward-Steinman** (50%) attorney. Filed Sept. 30.

WOSC Fulton, N. Y.—Cassill Radio Corp. seeks voluntary transfer of control to Richard C. Mitchell through sale of all stock for $1,700. Mr. Mitchell is an attorney and dairy farm owner. Filed Sept. 29.

WDKN Dickson, Tenn.—Joe M. Macke seeks voluntary assignment of CP to Dickson County Bcstg. Co. for $3,500. Principals include Pres.-Treas. **William A. Potts** (70%), service station owner; Vice Pres. **James M. Hayes** (20%), manufacturer, and Sec. **John W. Bailey** (5%), employe of WJZM Clarksville, Tenn. Filed Sept. 27.

KCYL Lampasas, Tex.—Lampasas Bcstg. Corp. seeks voluntary acquisition of negative control of licensee by both James E. Nugent and Dean Turner through purchase of 12.8% interest for $5,400. Filed Sept. 27.

Hearing Cases . . .

INITIAL DECISION

Evansville, Ind.—Examiner Herbert Sharfman issued initial decision looking toward grant of application of Evansville Television Inc. for new tv station on ch. 7 at Evansville, Ind., and to denial of competitive applications of WFBM Inc. and On the Air Inc. Initial decision Oct. 6.

OTHER ACTIONS

KLYN-TV Amarillo, Tex.—Plains Empire Bcstg. Co.—Designated for hearing Nov. 5 application

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FAIRCHILD RECORDING EQUIPMENT

TENTH AVENUE, WHITESTONE, N. Y.

for extension of completion date for new tv station on ch. 7. Order 6.

WARK Hagerstown, Md. United Bcstg. Co. of Western Maryland Inc.—FCC designated for hearing application to increase antenna height (operates on 1490 kc 250 w U); made WCUM Cumberland, Md., party to proceeding. Action Sept. 29.

WNLA Indianola, Miss., Central Delta Bcstg. Co.—FCC designated for hearing application to increase power on 1380 kc (daytime only) from 500 w to 1 kw; made WTUP Tupelo, party to the proceeding. Action Sept. 29.

KATZ St. Louis, Mo.—St. Louis Bcstg. Co.—On petition of KSD St. Louis, ordered CP granted July 21, to KATZ for a new am station on 1600 kc, 1 kw, D modified to include engineering condition to prevent re-radiation of KSD signals. Action Sept. 29.

WNYC New York, N. Y.—Municipal Bcstg. System—FCC by memorandum opinion and order, denied petition for reconsideration of or hearing on the Commission's action of April 21, in denying request for waiver of am maximum power rules and dismissing application to install a 5 kw transmitter. Action Sept. 29.

WOV New York, N. Y.—By order the Commission granted petition filed Sept. 3, by Wodaam Corp., licensee of WOV New York City, and added a program issue to the proceeding involving applications of Key Bcstg. System Inc., Bay Shore, N. Y., WAVZ New Haven, Conn., and Edward J. Fitzgerald, Riverhead, N. Y., each requesting operation on 1300 kc; placed the burden of introducing such evidence on WTMJ Trenton, N. J., WJLK Asbury Park, N. J., and WOV New York City. Action Sept. 29.

Wellsville, N. Y., Radio Services of Wellsville; Elmira, N. Y., Elmira Television—FCC designated for consolidated hearing mutually exclusive applications for new am stations—Wellsville to operate on 790 kc, 500 w, D and Elmira on 800 kc, 500 w, D made WPIC Sharon, Pa., party to proceeding. Action Sept. 29.

Tv Allocation—The Commission invites comments on or before Oct. 11 to a petition filed Sept. 20 by Graylock Bcstg. Co., permittee of station WMGT (TV) operating on ch. 74 at North Adams, Mass., requesting that ch. 19 be substituted for ch. 74 at North Adams; also ordered WMGT to show cause why its authorization should not be modified accordingly. Would involve substitution of ch. 54 for ch. 19 (now being surrendered) at Utica-Rome, N. Y.; substitution of ch. 15 for ch. 19 plus at Portsmouth, N. H.; and ch. 74 plus for ch. 33 at Bennington, Vt. Comr. Bartley dissented. Action Sept. 29.

TV Allocation—By report and order, finalized its rule-making of Aug. 11, and deleted the minus designation for offset carrier operation on tv ch. 11 assigned to Anchorage, Alaska, on which KTVA (TV) is the permittee, effective Nov. 5. Action Sept. 29.

Tv Allocation—By memorandum opinion and order, denied petition of Voice of Dixie, Inc., Birmingham, Ala., filed July 28, requesting rule-making proceedings to amend the Commission's table of tv channel assignments by deleting the educational reservation on ch. 10 in Birmingham, Ala., and assign it for commercial use. Action Sept. 29.

Port Arthur, Tex.—Ch. 4 proceeding. By decision the Commission dismissed the application of Jefferson Amusement Co., Port Arthur, Texas, as ineligible for consideration in the consolidated proceeding with the application of Smith Radio Co. and Port Arthur College for a new tv station on ch. 4 in Port Arthur, Texas; denied Jefferson's petition to proceed to consider its application. Action Sept. 29.

Yankton, S. D.—Yankton Bcstg. Co. FCC designated for hearing application for a new am station on 1450 kc, 250 w, U; made KTRI Sioux City, Iowa, party to the proceeding. Action Sept. 29.

Memphis, Tenn.—By order, the Commission granted petition of the Chief Broadcast Bureau, filed Aug. 12, requesting modification of the issues in the proceeding re applications of Tri-State Bcstg. Service, Memphis, Tenn., et al, for am broadcast facilities and added as parties to the proceeding WIRJ Humboldt, Tenn., WJMW Athens, Ala., and limited their participation, together with participation of KTRY Bastrop, La., and KWRE Warrenton, Mo., to those issues relating to interference caused to or by them. Granted Sept. 29.

Las Vegas, Nev.—By order, FCC denied protest filed Sept. 23 by Las Vegas Tv Inc. (KLAS-TV Las Vegas, ch. 6) directed against Commission's action of Aug. 20 granting application of Southwestern Pub. Co. (KLRJ-TV Henderson, Nev., ch. 2) to locate main studio outside city of Henderson. Denied Oct. 6.

Routine Roundup . . .

September 30 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

KOA Denver, Colo., Metropolitan Tv Co.—Denied petition for leave to intervene in the proceeding re application of KIFN Phoenix, Ariz., for mod. of CP (Docket 10914; BMP-6194) (Action of 9/28).

Chief Broadcast Bureau—Granted petition for extension of time to and including Oct. 4, within which to file exceptions to initial decision in re applications of Radio Wisconsin Inc., and Badger

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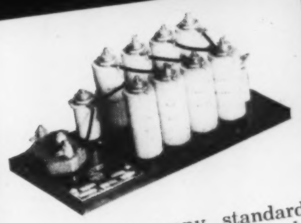

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Tv Co., for ch. 3 in Madison, Wis. (Dockets 8959, 10641) (Action of 9/29).

220 Television Inc., St. Louis, Mo.—Granted petition for an extension of time to and including Oct. 11, within which to file an opposition to petition for review filed by Columbia Bcstg. System Inc., in proceeding re ch. 11 (Dockets 8809 et al.) (Action of 9/29).

By Hearing Examiner Elizabeth C. Smith

WELO Tupelo, Miss., Tupelo Bcstg. Co.—Issued an Order after pre-trial conference in proceeding re (Docket 11002), in which the taking of testimony will commence Sept. 30.

By Hearing Examiner J. D. Bond

Issued a Second Pre-Trial Order which shall govern the course of further proceedings in re applications of The Toledo Blade Co., et al., for ch. 11 in Toledo, Ohio (Dockets 11084 et al.); further hearing conference in this proceeding shall be convened on Oct. 11.

By Hearing Examiner Harold L. Schilz

KSEY Seymour, Tex., William C. Moss—Scheduled hearing in re Mod. of License on Nov. 15; change of exhibits to be made on or by Oct. 26, subject, however, to KSEY and appropriate representatives of opposing parties, if any, being required to appear on Nov. 15, for purpose of cross-examination deemed necessary by any parties hereto, including as such a demanding party, the Chief of the Broadcast Bureau (Docket 10218).

By Hearing Examiner Hugh B. Hutchison

Bluefield, W. Va., Southern W. Va. Tv Inc.; Daily Telegraph Printing Co.—By Memorandum Opinion and Order denied petition of Southern to enlarge the issues in re proceeding for ch. 6 (Dockets 11042-43).

TV AND AM BROADCAST ACTIONS

The Commission en banc, by Commissioners Hyde (Chairman), Hennock, Bartley, Doerfer and Lee, took the following actions on Sept. 29:

SSA

Granted extension of Special Service Authorizations for the following stations for the period ending Nov. 30, 1954:

WNYC New York, N. Y., for use of 830 kc, 1 kw, to operate additional hours from 6 a.m. (EST) to sunrise New York City, and from sunset Minneapolis to 10:00 p.m. (EST). (Comr. Lee dissented.)

KFAR Fairbanks, Alaska, for use of 660 kc, 10 kw, U.

KWBU Corpus Christi, Tex., for use of 1030 kc, 50 kw, from local sunrise Boston, Mass., to local sunset Corpus Christi, Tex.

WOI Ames, Iowa, for use of 640 kc, 1 kw, from 6 a.m. to local sunrise (CST).

McFarland Letter

WTHT Wilmington, N. C., Wilmington Tv Corp.—Is being advised that application (BMPCT-2495) for additional time in which to construct tv station (ch. 3) indicates necessity of a hearing. Comr. Hennock dissented.

October 1 Applications

ACCEPTED FOR FILING

Modification of CP

KAUS Austin, Minn., Cedar Valley Bcstg. Co.—Mod. of CP (BP-8412) as mod., which authorized mounting tv antenna on East tower for extension of completion date (BMP-6654).

Remote Control

WAHR Miami Beach, Fla., Alan Henry Rosenson—(BRC-539).

WACO Waco, Tex., WACO Bcstg. Co.—(BRC-540).

KTRN Wichita Falls, Tex., Texoma Bcstg. Co.—(BRC-541).

WLRD (FM) Miami Beach, Fla., Alan Henry Rosenson & Yvette Rosenson d/b as Mercantile Bcstg. Co.—Operation by remote control from 420 Lincoln Road, Miami Beach, Fla. (BRCH-110).

Renewal of License

WACA Camden, S. C., Camden Bcstg. Corp.—(BR-2576).

WGNC-FM Gastonia, N. C., Catherine T. McSwain—(BRH-72).

Modification of CP

KSPG (TV) Tulsa, Okla., Arthur R. Olson—Mod. of CP (BPCT-1628) which authorized new tv station for extension of completion date to 5-4-55 (BMPCT-2520).

KLTV (TV) Tyler, Tex., Lucille Ross Lansing—Mod. of CP (BPCT-1205) as mod., which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2519).

October 4 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

On request from General Electric Co., the Commission on Sept. 30 granted an extension of time from Oct. 1 to Oct. 15 for filing comments in the matter of amendment of Part 16 (Docket 10743), and the time for filing reply comments is extended to Oct. 25.

By Hearing Examiner Charles J. Frederick

Ordered that the further hearing in re applications of Westinghouse et al. for ch. 11 in Pittsburgh, Pa., be resumed on Oct. 12 (Dockets 8694 et al.) (Action taken 10/1).

Granted petition of Westinghouse Bcstg. Co. for an indefinite continuance of hearing re ch. 11 in Pittsburgh (Docket 8694 et al.) (Action taken 9/29).

Chief Broadcast Bureau—Granted petition for an extension of time to and including Oct. 4 within which to file Proposed Findings re application of KTOE Mankato, Minn. (Docket 10592) (Action taken 9/27.)

By Hearing Examiner Herbert Sharfman

Chief Broadcast Bureau—Granted petition for late acceptance of a pleading entitled "Comment of Chief, Broadcast Bureau, on Applicability of Rule 3.636, and Related Matters," in re applications of Scripps-Howard Radio Inc. et al. for ch. 10 in Knoxville, Tenn., and the pleading is accepted (Dockets 10512 et al.) (Action of 9/29).

Southern Indiana Bcstrs. Inc., Newburgh, Ind.; Mt. Vernon Bcstg. Co., Mt. Vernon, Ind.—Granted motion of Southern for continuance of prehearing conference from Oct. 1 to Nov. 1 in re am facilities (Dockets 11076-77) (Action of 9/30).

Ordered continuance of further hearing in re applications of WKAT Inc. et al. for ch. 10, Miami, Fla., from Oct. 4 to Oct. 13 (Dockets 9321 et al.) (Action of 9/30).

By Hearing Examiner William G. Butts

WLEW Bad Axe, Mich., Port Huron Bcstg. Co.—Granted petition for leave to amend its am application (Docket 10944) by substituting certain revised exhibits.

By Hearing Examiner James D. Cunningham

Chief Broadcast Bureau—Granted petition for an extension of time to and including Oct. 18, within which to file proposed findings in re applications of WMID Atlantic City, N. J. (Dockets 11045-46).

By Hearing Examiner Thomas H. Donahue

White Radio Co., Wichita Falls, Tex.; Lawton Bcstg. Co., Progressive Bcstg. Co., Lawton, Okla.—Issued a Memorandum stating that at the hearing on Sept. 3 an agreement looking toward the dismissal of Lawton Bcstg. Co. was received in evidence as well as two engineering exhibits submitted by Progressive, in re am applications (Dockets 10719 et al.). After receipt of these documents into evidence both parties waived Initial Decision and the record was closed.

October 4 Applications

ACCEPTED FOR FILING

Remote Control

KXXX Colby, Kan., Western Plains Bcstg. Co.—(BRC-545).

WMRY New Orleans, La., Southland Bcstg. Co.—(BRC-547).

WAZL Hazelton, Pa., Hazelton Bcstg. Co.—(BRC-546).

KWHI Brenham, Tex., Tom S. Whitehead—(BRC-544).

KTEM Temple, Tex., Bell Bcstg. Co.—(BRC-543).

WATA Boone, N. C., Wilkes Bcstg. Co.—(BR-2583).

WCHL Chapel Hill, N. C., Village Bcstg. Co.—(BR-2790).

WGIV Charlotte, N. C., Charlotte Radio and Television Corp.—(BR-1913).

WBT Charlotte, N. C., Jefferson Standard Bcstg. Co.—(BR-458).

WGAI Elizabeth City, N. C., WGAI Radio Co.—(BR-1856).

WJRI Lenoir, N. C., John P. Rabb—(BR-1688).

WHIT New Bern, N. C., Harmon L. Duncan—(BR-1176).

WKBC North Wilkesboro, N. C., Wilkes Bcstg. Co.—(BR-1725).

WCBT Roanoke Rapids, N. C., WCBT Inc.—(BR-2015).

WNCA Siler City, N. C., Chatham Bcstg. Co.—(BR-2733).

WMPN Smithfield, N. C., J. F. Horton and J. S. Townsend d/b as Selma-Smithfield Bcstg. Co.—(BR-2528).

WGNI Wilmington, N. C., New Hanover Bcstg. Co.—(BR-1371).

WGTM Wilson, N. C., Watson Industries Inc.—(BR-935).

WAIR Winston-Salem, N. C., Radio Winston-Salem Inc.—(BR-917).

WAGS Bishopville, S. C., H. L. Ginsberg, A. Ray Godshall, James B. Jefferies, Claude W. Smith, Helen G. Smith and Gladys A. Johnston d/b as Lee County Bcstg. Co.—(BR-2943).

WGCD Chester, S. C., Alex B. Craig and Morgan J. Craig d/b as Bcstg. Co.—(BR-2068).

WNOK Columbia, S. C., Palmetto Radio Corp.—(BR-1522).

WHSC Hartsville, S. C., Hartsville Bcstg. Co.—(BR-1317).

WJOT Lake City, S. C., Lake Bcstg. Corp.—(BR-2872).

WJAY Mullins, S. C., The Mullins & Marion Bcstg. Co.—(BR-2288).

WFIG Sumter, S. C., Radio Station WFIG Inc.—(BR-1051).

Renewal of License Returned

WCNC Elizabeth City, N. C., Albemarle Bcstg. Co.—(BR-1023).

WFVG Fuquay Springs, N. C., J. M. Stephenson tr/as Radio Station WFVG—(BR-2289).

WADE Wadesboro, N. C., Robert Phillip Lyon and Risden A. Lyon d/b as R. P. Lyon and Son—(BR-1595).

Modification of CP

KARK-TV Little Rock, Ark., Arkansas Radio and Equipment Co.—Mod. of CP (BPCT-810) as mod., which authorized new tv station for extension of completion date to 4-20-54 (BMPCT-2524).

WOOK-TV Washington, D. C., United Bcstg. Co.—Mod. of CP (BPCT-1819) which authorized new tv station for extension of completion date to 4-24-55 (BMPCT-2525).

KULA-TV Honolulu, T. H., Pacific Frontier Bcstg. Co.—Mod. of CP (BPCT-1671) as mod., which authorized new tv station for extension of completion date to 2-28-55 (BMPCT-2522).

KOAT-TV Albuquerque, N. M., Alvarado Television Co.—Mod. of CP (BPCT-721) as mod., which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2521).

KPAR-TV Sweetwater, Tex., Texas Telecasting Inc.—Mod. of CP (BPCT-1736) as mod., which authorized new tv station for extension of completion date to 4-26-55 (BMPCT-2523).

October 5 Applications

ACCEPTED FOR FILING

Modification of CP

KOA-TV Denver, Colo., Metropolitan Television Co.—Mod. of CP (BPCT-941) as mod., which authorized new tv station for extension of completion date to 5-9-55 (BMPCT 2529).

WSTV-TV Steubenville, Ohio, WSTV Inc.—Mod. of CP (BPCT-1049) as mod., which authorized new tv station for extension of completion date to 12-12-54 (BMPCT-2330).

WEOL-TV Elyria, Ohio, Elyria-Lorain Bcstg.

(Continued on page 129)

Western Network Stations

$50,000.00

85% interest in profitable regional covering valuable retail sales area. Ideal climate conditions, good market, lots of sunshine. Financing is possible.

$70,000.00

Fulltime regional operation in wide-awake market. Station enjoys good reputation and profits. Financing available to good radio operator.

Appraisals • Negotiations • Financing

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235 Montgomery St.
Exbrook 2-5671-2

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xecutive Offices
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ffices and Laboratories
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ashington, D. C. ADams 4-2414
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in Professional card advertising
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COMMERCIAL RADIO
MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT
SERVICE FOR FM & TV
Engineer on duty all night every night
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Grinnan Fixture Co.
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DESIGNERS • BUILDERS • INSTALLERS
record libraries, office partitions, reception desks, special consoles, fine custom cabinet work.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Salesman

Florida: Salesman. Fulltime independent. Fine opportunity for energetic worker. Box 655E, B•T.

Lifetime opportunity—growing midwest MUZAK franchise needs top salesman. No investment but persistence required. Box 767E, B•T.

Wanted for southwestern net affiliate, salesman-newscaster, 25-30. Experienced. Send tape and photo to Box 948E, B•T.

Virginia: salesman for local station. Prefer young energetic worker. Good opportunity for right man. Box 954E, B•T.

Salesmen wanted for a group of stations in the deep south that is expanding its sales organization. You can earn good money, if you have a record of successful selling. Good guaranteed base pay and liberal commission. You can select any one of four large Southern towns to work in. Write giving complete record, present earnings and references to: Jules J. Paglin, 616 Audubon Bldg., New Orleans 16, La.

Announcers

1st combo, salesmen and announcers. Indiana. Box 485E, B•T.

Florida: Staff announcer-DJ who can specialize as hillbilly DJ. Chance to sell on your show. Send tape and resume. Box 623E, B•T.

Combination announcer-engineer, first class license. Southern network station. Must be stable. Starting pay $80, 40-hour week. Box 884E, B•T.

Virginia network station has opening for staff announcer. Want recent radio school graduate or beginner. Must have ability to develop. Starting salary $45.00 per week. Box 897E, B•T.

Radio station with tv application on file in attractive midsouth community looking for a capable staff announcer. Good opportunity for experienced man. Bill Hart, KBTM, Jonesboro, Arkansas.

Announcer-operator, first phone, emphasis on DJ and news. Independent music and news station in town of 17,000. Send DJ and news audition tape and picture to Ken Headrick, KFGT, Fremont, Nebraska.

Good experienced announcer. Excellent wages, congenial staff, scenic location. Lowell Jack, KMAN, Manhattan, Kansas.

Announcer with control board experience for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. 2100. Our staff knows of this ad.

Opening livewire morning man. $70.00 start. Raises. Must keep it fresh. Opening now. WMFC, Monroeville, Alabama.

WOOD and WOOD-TV, Grand Rapids, Mich., has opening for experienced disc jockey. Send picture, disc and complete info attention Program Director. AFTRA base $80 a week for first year plus talent fees.

Announcer wanted by music-news station. Mature voice and attitude essential. Two years experience. No recent talent school graduates. Salary open. WTXL, Springfield, Mass. 9-4768.

Technical

Chief engineer, capable of doing a limited schedule as a combination man. Must be experienced as a small station chief, or be well qualified to take over. Man willing to settle permanently in Hawaii preferred. Airmail replies to KMVI, Wailuku, Maui, T. H.

Production-Programming, Others

Opening for experienced female continuity writer in one of the south's best radio stations. Above the average position. Give full details including experience and photograph. Box 872E, B•T.

Situations Wanted

Managerial

Manager available. New or established small station. Excellent record, references. Box 629E, B•T.

Manager, fully experienced in programming, promotion, sales, announcing and engineering. Small station and independent operations. Young, good education, family. Box 858E, B•T.

Experienced general manager, fifteen years, all phases radio, seeks permanency. Box 913E, B•T.

Top sales executive, currently employed, want chance for management am or tv. Experienced all phases radio, strong on presentations. Top billings, excellent references. Prefer eastern market. Box 916E, B•T.

Top sales producer, nine years radio and tv. Degree-advertising, management. Stable, mature, aggressive. Finest references. Seek above average opportunity with hard selling, aggressive outlet. Box 918E, B•T.

Publicity-promotion manager; widespread experience; exceptional background and references. Box 929E, B•T.

36 year old general manager. Installed and am now operating one of country's success-story-stations in small market. Complete experience in all phases of radio, plus business background and ability to handle people. Desire position with income commensurate with ability. Am in no hurry to leave present position. Will acknowledge all replies. Box 942E, B•T.

Station owners, able, young manager with successful record, now Broadcast Consultant, desires permanent managerial position in progressive market. 15 years experience radio. Excellent references. Contact W. Wallace Robinson, 315 East Monroe Avenue, Alexandria, Va., OVerlook 3-4668.

Announcers

Negro announcer—DJ. Tape, references. Trained voice. Mr. Rhythm and Blues. Box 804E, B•T.

Chief announcer United States Air Force Radio and Television Service. Separated from the service Oct. 6. Experienced coverage and editing of all sports-special events-news. Seeking affiliation with medium or small station (radio or tv). Growth potential of more importance than remuneration. Box 903E, B•T.

Announcer-newscaster. Eight years radio-news experience. College graduate. Best references. Box 905E, B•T.

Announcer. Woman commentator. New York experience radio, television, stage. Resume, tape. Box 908E, B•T.

Alert, conscientious, light experience, combo southern station, third class ticket, straight or farm announcing. Travel. Box 910E, B•T.

Experienced announcer. Excellent delivery, news and commercials. Prefer New England and eastern states. Box 912E, B•T.

Having farmed out for 2½ years, anxious to relocate with established station in the New York area. Hold first class ticket, thoroughly experienced in all phases of tv. Conscientious, family man, car, ambitious. Presently employed, will have to give two weeks notice. Box 917E, B•T.

Experienced, want Maryland or neighboring states. Married, sober, reliable, car. Box 925E, B•T.

Female announcer radio and/or tv. Strong commercial. Interviews, woman's features. Pleasant voice, friendly style. Copy writing ability. Knowledge music. Eastern states preferred. Light experience, good potential. Resume, tape upon request. Box 927E, B•T.

RADIO

Situations Wanted—(Cont'd)

Tv-Radio announcer, experienced. Heavy tv sports, commercials, DJ, news. College graduate, veteran, 25, married. Available after October 10. Box 928E, B•T.

Announcer, recent graduate broadcasting school. Married, draft exempt, fine deep voice. News, deejay, board. Prefer southeastern United States. Georgia preferably. Box 930E, B•T.

Announcer, experienced, college graduate, single, 26, write copy. Will travel. Box 931E, B•T.

Announcing staff—news reporter, strong commercial talent, voice personality, some experience. Available promptly, travel, tape. Box 934E, B•T.

Need a good man? Possibly I'm that man. Dependable staff announcer who does that different disc jockey show with friendly commercials that sell. I'm 23, single, and can start today. Write or wire Box 935E, B•T.

Staff announcer—experienced news, D.J. and sports. Smooth effective style. Prefer affiliation with sports station. References and tape. Will travel. Box 936E, B•T.

Staff announcer—specialty DJ. Would like opportunity to do sports. Married, veteran, will travel. Box 937E, B•T.

Versatile announcer, recent graduate A-1 broadcasting school. Willing to learn commercial radio. Salary secondary to permanency. Reliable family man. Box 939E, B•T.

Announcer — mature, some experience, news trained, smooth commercial style, handle tape, control board, station staff. Dependable, available, references, tape. Box 940E, B•T.

Personality hillbilly D.J., singer, staff, operate board, 3rd class ticket, 4 years **experience** with top hillbilly stars, excellent references, presently employed. veteran, network voice, no beginner stations. Box 941E, B•T.

Announcer, D.J., newscaster, 2 years experience, married, third ticket, veteran. Box 943E, B•T.

Baseball, play-by-play, top-flight sportscaster available, class A up. Box 944E, B•T.

Top announcer, radio-tv. Have tux, will travel. 10 years experience, strong as D.J. Diversified musical background, married, dependable. Presently employed in radio-tv. Resume & tape. Box 947E, B•T.

1st phone combo. Now in Colorado at $75. 4 years experience. Would like Texas, N. Mex., Okla., can do sports well. Box 953E, B•T.

Versatile, radio-tv artist, Capitol records artist, strong C & W—pop D.J. and news. 10 years experience. Prefers west coast station. Family man on west coast. Box 955E, B•T.

Announcer-director, six years experience, now P.D. at $6800. Will accept smaller salary in exchange for stimulating responsibilities with progressive organization. Imaginative D.J. with unique twist. Fine newscaster. Professional radio-tv writer. College gradute, 31, married, two children. Box 957E, B•T.

Gal D.J.—copy writer, good ideaman, prefer Florida location, permanent. Box 958E, B•T.

Staff announcer, one year three months experience with independent kilowatt, would like opportunity break into sportscasting. Draft exempt. Contact Burt Maskin, WFLO, Farmville, Va.

General staff—limited experience, versatile, ambitious, hard working. Available now, salary secondary, tape and resume. Don Barton, 26 Linden Street, Brooklyn 21, New York.

Sportscaster—deejay-staff. Strong play-by-play. Three years experience. College graduate, veteran. Prefer heavy music-sports station. Tape, resume. James H. Carrington, 228 Byrd, Scotch Plains, N. J.

Want personality? Original, appealing negro disc jockey, ready to go, rhythm and blues, market or program. Good news, commercial talent, strong sports. Veteran, single, references, tape. Ralph Featherstone, 1957 Bergen St., Apt. 5, Brooklyn, N. Y.

Announcer, experienced, strong news and commercials. Telephone Ken Fried, DI 6-1003, write: 73 Hegeman Avenue, Brooklyn 12, New York.

Employed personality hillbilly deejay country humor. Known nationwide by top artists and publishers. Writer of "Even Tho" Webb Pierce hit and others. See Country Song Roundup Number 35. Other experience varied. Want advancement to 5 or 10 kilowatter. Must be permanent. Family man. Southwest preferred, consider others. Write or wire Willie Jones, Route 3; Box 113, Cuero, Texas.

RADIO

Situations Wanted—(Cont'd)

Experienced staffman. All phases broadcasting. Crossboard operation. Pleasing voice and personality. ℅ Kiernan, 6406 Franklin Avenue, Hollywood, California.

Versatile, disc jockey specialist, experienced. Personality sales, platter-chatter, pops, rhythm, blues, show biz. Background. Tape. Gene Lynn, 10 Lehigh Avenue, Newark, N. J.

Experienced announcer-engineer, young, excellent references, progressive station, preferably south. Duane Pagel, 2511 Garfield, N.E., Minneapolis, Minnesota.

Girl announcer-writer. Good D.J., copy, traffic. Experienced in women's specialities. Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C.

Staff announcer—all staff duties, board, copy, news, D.J., Pathfinder School of Radio, 737 11th Street, N.W., Washington, D. C.

Technical

Engineer-first phone, 6 years experience—control board, remote, transmitter. No announcing training, but willing to learn. Box 848E, B•T.

Engineer: Tops in experience, references. First phone. 28. Available immediately. Box 859E, B•T.

Engineer—6 years experience, studio, transmitter, remotes, recordings. Box 880E, B•T.

Experienced engineer, announcer, sales. Will invest. Ga., Ala., or nearby. Small station preferred. Details. Box 898E, B•T.

Engineer, 1st phone. Two years experience 1 kw Collins. No announcing. Will travel. Box 909E, B•T.

Chief engineer. Experienced design, construction and installation of studio control, recording, antenna phasing, transmitter and performance testing and preparation for licensing. Record of operation and maintenance for lowest possible technical costs and elimination of equipment failure. Box 911E, B•T.

Chief engineer—experienced, construction, maintenance, directional antennae, remote control systems. Box 922E, B•T.

Tv station folded. 1st phone. 2 years radio transmitter, 8 months tv studio & transmitter. Little announcing O. K. Production conscientious, age 30, married, car. Box 926E, B•T.

Chief 13 years radio all phases. Family. Now employed $100 week. Desires relocation to more temperate climate. Produce smooth efficient operation. Excellent references. Box 952E, B•T.

Station reorganization makes available 1st class engineer, six years experience, remote experience, excellent references. Family man desiring permanency. Recommended highly. WTMC, Ocala, Florida.

Production-Programming, Others

Successful, experienced PD seeks executive position, larger station. Best references. Box 630E, B•T.

Available: Recently fired, toothache suffering news and sports director. Box 809E, B•T.

Newswriter-editor, light experience, recent army editor. Radio journalism graduate, 24. Network station preferred. Box 828E, B•T.

Seasoned DJ-pianist wants more time on bigger station; easy delivery, large repertoire, excellent commercial ideas; interested in making money for you and for me; ten years radio, theatre, tv. Must have $125.00 weekly base or guarantee with percentage set-up; details, references, tape on request. Box 901E, B•T.

Artist-scene designer, married, experienced, desires location with a progressive station. Brochure on request. Box 906E, B•T.

Experienced radio-tv news editor desires change to large progressive midwest station. Box 920E, B•T.

Young woman wants position in Florida as copywriter. Experienced. Third phone. Will send samples on request. Box 924E, B•T.

Young man, 33, with family. Fully experienced production-programming-sales in large and small markets. Experience includes construction and operation of successful uhf station. Was program director of combined am-tv operation. Producer on 50 kw am, and have tv network production credits. Sales include local and regional territories. Interested in production or sales east of Mississippi in larger market, including New York. Would make excellent man in production department of ad agency. Absolutely tops in qualifications. Box 932E, B•T.

Director, producer, 15 years successful community theatre New York and middlewest. Also experienced in working with children and writers. Veteran, personable, hard worker, creative. Willing to start groundfloor tv. Box 938E, B•T.

Wanted! Producer-director opening. Needing? Imaginative, creative, reliable director. Write: S. Bronsther, NBC, 1250 6th Ave., NYC.

TELEVISION

Help Wanted

Salesmen

We need two top-flight men to sell television. Prefer radio or television background. Earning will be unlimited with good salary and extra liberal commissions. Successful four network station with strong local programming market area, 350,000. If interested, contact us immediately. Ron Litteral, WAFB-TV, Baton Rouge, La.

Production-Programming, Others

Commercial artist position available with vhf television station. Must be good, versatile artist. Send art work samples and state experience, age, marital status, salary expected. Box 739E, B•T.

Situations Wanted

Managerial

General manager—commercial manager. Thoroughly experienced all phases uhf-vhf tv and radio. Outstanding background. Local, regional, national experience. Presently employed in above capacity with major market tv station. Brilliant success story. Can bring experienced personnel. Desire permanent location with stock proposition. Willing to work on percentage or salary and percentage. Box 757E, B•T.

Salesman

Experienced radio and tv salesman desires locating with vhf station. Will travel anywhere for the right opportunity. Excellent references. Good solid sales record . . . both in radio and tv. Box 814E, B•T.

Production-Programming, Others

Got CP? Thoroughly experienced PD put successful station on air. Can do same for you. Box 631E, B•T.

PD, five years' radio-tv experience, seeking supervisory position (programming, production, continuity) larger station. College graduate. Box 632E, B•T.

Television personality, on-camera master of ceremonies, newsman, announcer. Looking for new opportunity with old or new operation, allied agency. Prefer mild year round climate for permanent, or travel for right company. Single, 29, three years television, five years radio. B.S. journalism. Know public relations and promotion. Your inquiry appreciated. Box 829E, B•T.

All-around man, the kind you medium market tv managers must have; thoroughly experienced direction, announcing on and off camera, film; talent; eleven years commercial experience, radio, theatre, two years tv; know small staff problems and how to double up to save costs; hard working, reliable; won't consider under $2.50 hour staff work and fee opportunities; references. Tapes. Pictures. Box 900E, B•T.

Producer-copywriter, tv-radio, live and film. Have been top drawer coordinator of toughest kind of tv production. Copywriter for 4A agency and stations. Have know-how in dealing with clients. 29. Details upon request. Box 902E, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Production-program man; extensive, successful television and radio record; creator of selling original and imaginative commercial presentations; selected to write "Television Production Problems"; terrific recommendations. Box 919E, B•T.

University graduate, 4 years radio, 1½ tv production-engineering at unusual indie. Seeking future in production in northeast. Box 923E, B•T.

Tv film manager—film editor, photographer & supervisor of personnel. Fully experienced, presently employed in this capacity. Desire to locate in large metropolitan area. Box 946E, B•T.

Program-production manager, currently employed major market vhf station. Diversified background, excellent references. Box 949E, B•T.

For Sale

Stations

500 watt station, fulltime operation in California, to responsible buyer. Priced realistically in line with earnings record. Terms. Box 907E, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange. Licensed Brokers, Portland 22, Oregon.

Equipment Etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

600 foot television tower. Will support any vhf 12 bay antenna. Equipped with 6½ coax line and all fittings. Also complete tower lighting. A bargain. Box 737E, B•T.

GE type BT-1-B 250 w fm transmitter. May be inspected in operation. Will crate for shipment. Make offer. Chicago, Illinois. Box 877E, B•T.

2700 feet communications products #91-501, ⅞" 72 ohm Seal-O-Flange transmission line in original cases. Best offer gets. Box 896E, B•T.

Gray, Robinson, Livingston and Pickering transcription arms with diamond styli. Gray & Pickering equalizers. Two preamps with equalizers for GE cartridges. Gates M3383 antenna meter kit. All like new. KAYS, Hays, Kansas.

Test equipment. Hewlett Packard vhf, model 803A bridge, model 417A detector and model 608A signal generator. Nearly new. Cost $1545.00. Make offer. Frank C. Carman, KUTA, Salt Lake City, Utah.

1—125′ Blaw-Knox self supported tower, 1—85′ Ideco self supported tower, 1—65′ G.E. fm antenna pole mast, 2—65′ RCA, tv antenna pole masts, 1—4 bay Andrew V type fm antenna, 1—2 bay Andrew V type fm antenna, ⅞, 2⅝ and 3⅛ coaxial lines and fittings. Alliance Engineering and Construction Company, 82 West Washington St., Chicago 2, Illinois, or phone Central 6-1606.

QRK rugged, dependable three speed turntable chassis, instant one-hand speed shift, rim drive, only $190.00. Dept. B, 445 North Circle Drive, Fresno, Calif.

375 foot Wincharger tower ready. Good paint. $5,700 new, $2,750. WDIA, Memphis, Tenn.

FOR SALE IMMEDIATELY

TV STUDIO EQUIPMENT

New, perfect-condtion RCA equipment
adaptable for uhf or vhf use:

- **Field Switcher System**
- **RF Load and Wattmeter**
- **TGIOA Field Sync Generator**

and other equipment. For details, contact:

GREAT PLAINS TV

4 West 58th Street New York 19, N. Y. Plaza 9-2929

Wanted to Buy

Stations

Former station owner wants all or part of small operation, Illinois, Indiana, Kentucky, Tennessee. Confidential. Box 895E, B•T.

Radio stations. Television stations. Theatres. Ralph Erwin, Theatre Broker. Box 811, Tulsa.

Equipment Etc.

Complete tv equipment, 100 kw, channel 3, studio to antenna. Advise lowest cash price and full particulars on any part. Box 885E, B•T.

Used 35mm television projector. State price and condition. Will trade RCA TP-16 projector. Box 899E, B•T.

Self supporting FM tower 200-250 ft., accessories. Give full details. Box 904E, B•T.

Used 1000 watt am xmtr, frequency amplifier, monitor, modulation monitor, console, mikes, tape recorder. State price. Box 914E, B•T.

Wanted used broadcasting transmitter, 1000 watts or less. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Western Electric 177C repeat coils. WPIK, Alexandria, Va.

One good used 5 kilowatt transmitter a.m. Write: Guarantee Radio Supply Co., 1314 Iturbide, Laredo, Texas.

Construction starting, "economical" fm station. Need 3 kw fm transmitter, 4 bay antenna, approximately 100' tower, monitor, small console, etc. Details, lowest price: FM, 4534½ University Way, Seattle 5.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

DO YOU NEED COMPETENT HELP?

Is there a TV station that does not need additional competent help? Not according to what station managers tell us. So we have established a personnel department to help out. We offer you qualified graduates who will make competent workers in any of the following fields:

- Announcers
- Writers
- Camera Assistants
- Boom Operators
- Floor Directors
- Copy Writers
- Film Editors
- Salesmen

Remember, our service is FREE. We are **not** an employment agency. We simply supply you with graduates from our school who have been screened for ability and willingness to work. Write John Birrel, Personnel Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL
1221 N.W. 21st Avenue
Portland 9, Oregon

RADIO

Help Wanted

SALESMAN

Immediate opening aggressive, strong, successful salesman for well accepted 1000 watt, Michigan Independent. $350.00 monthly draw to start. Capable, sincere, honest worker will establish fine income. Promote to commercial manager. Permanent. No floaters. Send photo. Box 874E, B•T.

BROADCAST EQUIPMENT SALES

Prominent manufacturer of broadcast and communications equipment has opening in Los Angeles for store manager with knowledge of broadcast equipment and accessories and with experience preferably in Los Angeles area. No travel. Salary. Rush details to Box 915E, B•T.

ACCOUNT EXECUTIVE

Immediate opening on music-deejay station in Cleveland. We welcome replies from big city men as well as top salesmen in smaller markets. If we select you, your first year's earnings, depending on your own efforts, should amount to $10,000 with an even greater potential. Send complete personal data, late photo, resume. Willard L. Dougherty, Executive Vice President, WDOK, 1515 Euclid Avenue, Cleveland, Ohio.

Announcer

ANNOUNCER-SALESMAN
For Florida Station

Excellent opportunity for reliable man. Must have ability to do profitable job at community level. Must be neat, energetic, good references. Auto. Send photo and experience in detail to Box 888E, B•T.

MORNING MAN

Southeastern network station has immediate opening for top-notch morning man. $10,000 salary possible for the right man. Send complete resume and tape or disc to Box 950E, B•T.

TELEVISION

Help Wanted

Salesman

TELEVISION EXECUTIVE

Here is an exceptional opportunity for an experienced and aggressive television salesman. Top salary and advancement possibility. This is a solid uhf market with a primary CBS affiliation owned and operated by the newspaper. Write or phone Robert Jawer, Sales Manager, WTVH-TV, Peoria, Illinois.

TELEVISION

Situations Wanted

TV STATION
SALES MANAGER

Desires to make change. Outstanding record of 20 years experience all phases local, national sales. Especially interested N.Y.C. TV sales, or in proposition with Eastern VHF station. Can arrange for personal interview. Box 945E, B•T.

For Sale

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

I'LL BUY!

21 year veteran broadcast executive will buy tv or am-tv West Coast. Want all or control. Also will consider joining individual or group. Capable of adequate financing. All replies in confidence. Reply to Box 921E, B•T.

SUBSTANTIAL CASH ON THE BARREL-HEAD for a radio station in a medium-sized market, Atlantic seaboard, New England or you name it. Indie preferred, but will look at any property with potential. Confidential, of course. Box 951E, B•T.

Instruction

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Trained announcers, producers, writers now in demand

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TV & Radio Management Consultants
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FOR SALE

VHF TELEVISION EQUIPMENT

CHANNEL 4 RCA TT500A TRANSMITTER AND ASSOCIATED EQUIPMENT:
2 RCA PROJECTORS & FILM CHAIN. 1 RCA STUDIO CAMERA & CONTROL
AND
MISCELLANEOUS TV EQUIPMENT

* * *

CONTACT: JOHN GORT, KOPR-TV
BUTTE, MONTANA — PHONE 6546

(Cont. from page 124)

Co.—Mod. of CP (BPCT-1124) which authorized new tv station for extension of completion date to 4-11-55 (BMPCT-2528).

October 6 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of Oct. 1

The following stations were granted authority to operate transmitters by remote control: KWHI Branham, Tex.; KXXX Colby, Kan.; KTEM Temple, Tex.; WMRY New Orleans, La.

KROC-TV Rochester, Minn., Southern Minnesota Bcstg Co.—Granted license for tv station to operate on ch. 10 (BLCT-211).

WJBF-TV Augusta, Ga., Georgia-Carolina Bcstg. Co.—Granted license for tv station to operate on ch. 6 (BLCT-213).

WHEE Martinsville, Va., Mecklenburg Bcstg. Corp.—Granted license for am station; 1370 kc, 500 w, D (BL-5406).

The following were granted mod. CPs for extension of completion dates as shown; WQXR New York, N. Y., to 5-1-55, conditions; WVEC Hampton, Va., to 12-4-54; WOBS-TV Jacksonville, Fla., to 4-30-55; WCOS-TV Columbia, S. C., to 4-30-55; KOAT-TV Albuquerque, N. Mex., to 4-26-55; KAUS Austin, Minn., to 11-9-54.

Actions of Sept. 30

The following stations were granted authority to operate transmitters by remote control: WLRD Miami Beach, Fla.; KTRN Wichita Falls, Tex.; WACO Waco, Tex.; WHBL Sheboygan, Wis.

The following were granted mod. CPs for extension of completion dates as shown: WEAT-TV West Palm Beach, Fla., to 4-18-55; WHEF-TV Brockton, Mass., to 3-29-55.

Actions of Sept. 29

WCHN Norwich, N. Y., Radio Norwich, Inc.—Granted authority to operate transmitter by remote control.

WMAW Menominee, Mich., Green Bay Bcstg. Co.—Granted license covering change of facilities; 1340 kc, 250 w, U (BL-5453).

WJSB Crestview, Fla., Crestview Bcstg. Co.—Granted license for am station and specify studio location; 1490 kc, 250 w, U (BL-5451).

WACR Columbus, Miss., J. W. Furr—Granted license covering increase in daytime power and installation of a new transmitter; 1050 kc, 1 kw D (BL-5455).

WKOA Hopkinsville, Ky., Pennyrile Bcstg. Co.—Granted license for am station (BL-5454). 1480 kc, 1 kw, D.

WABO Waynesboro, Miss., New Laurel Radio Station Inc.—Granted license for am station; 990 kc, 250 w, D (BL-5446).

WGSM Huntington, N. Y., Huntington-Montauk Bcstg. Co. Inc.—Granted license covering changes from employing directional antenna (DA-D) to nondirectional antenna daytime; conditions (BL-5428).

WWNH Rochester, N. H., Strafford Bcstg. Corp.—Granted license covering increase in power and installation of a new transmitter; 930 kc, 5 kw, D (BL-5452).

KINY Juneau, Alaska, Alaska Bcstg. Co.—Granted license covering change in frequency; 800 kc, 5 kw U (BL-5419).

KDUB-TV Lubbock, Tex., Texas Telecasting, Inc.—Granted license for tv station; ERP: Vis. 27.5 kw, Aur. 14.1 kw (BLCT-171). (ch. 13).

WRWB Kissimmee, Fla., Station WEWB—Granted mod. of CP to change name of permittee to Emerson W. Browne tr/as Radio Station WRWB (BMP-6645).

The following were granted mod. of CPs for extension of completion dates as shown: WWPA Williamsport, Pa., to 1-5-55; KPMC Bakersfield, Calif., to 3-15-55, condition; WDAS Philadelphia, Pa., to 4-11-55, conditions.

Actions of Sept. 28

WDAE-FM Tampa, Fla., Tampa Times Co.—Granted authority to operate transmitter by remote control.

WHFM (FM) Rochester, N. Y., Stromberg Carlson Co.—Granted license covering changes in station (BLH-996).

KGDN Edmonds, Wash., King's Inc.—Granted Mod. of CP to change name to Garden of the King Enterprises Inc. (BMP-6648).

The following were granted mod. CPs for extension of completion dates as shown: WTLF Baltimore, Md., to 4-9-55; WQXI-TV Atlanta, Ga., to 4-19-55; WDBO-TV Orlando, Fla., to 4-23-55; KBID-TV Fresno, Calif., to 4-12-55.

Actions of Sept. 27

WINA Charlottesville, Va., Charlottesville Bcstg. Corp.—Granted license covering change of facilities, type transmitter and make changes in antenna system; 1450 kc, 250 w U; conditions (BL-5444).

KSEW Sitka, Alaska, Voice of Sheldon Jackson Inc.—Granted license for am broadcast station; 1400 kc, 250 w S.H. (BL-5447).

KFSC Denver, Colo., Francisco V. (Pace) Sanchez—Granted license for am broadcast station; 1220 kc, 1 kw, D; condition (BL-5330).

KGMC Englewood, Colo., The McMa Agency—Granted license covering change in frequency; 1150 kc, 1 kw D (BL-5299).

WOKJ Jackson, Miss., Dixieland Bcstg. Co.—Granted license for am broadcast station; 1590 kc, 1 kw D (BL-5450).

KSLM-TV Salem, Ore., Oregon Radio Inc.—Granted CP to replace expired CP (BPCT-1180) which authorized new commercial tv broadcast station on ch. 3 (BPCT-1898).

The following were granted mod. CPs for extension of completion dates as shown: WMBR-TV Jacksonville, Fla., to 4-12-55; KKTV (TV) Colorado Springs, Colo., to 4-26-55; KRBB (TV) El Dorado, Ark., to 4-24-55; KTVH (TV) Hutchinson, Kan., to 4-27-55.

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

On Motion of Radio Cleveland, the Commission on Oct. 4 extended until Oct. 8 the time within which they may file opposition to protest filed by Robert W. Rounsaville dated Sept. 17, against the Commision's action of Aug. 18 granting application of Radio Cleveland for a new am station at Cleveland, Tenn. (PB-9197).

By Examiner Elizabeth C. Smith

Allegheny Bcstg. Corp., McKeesport, Pa.—Granted petition for leave to amend its application Ch. 4 (Docket 7287; BPCT-147). Action Oct. 5.

By Examiner H. B. Hutchison

Jessie Mae Cain, Grand Prairie, Tex.—Granted petition for leave to amend her application for new am station (Docket 11025) in order to conform engineering exhibits associated with new conductivity map of commission; and application as amended, is retained in hearing docket. Action Oct. 5.

By Examiner Annie Neal Huntting

Issued statement concerning pre-hearing conference of Sept. 30 and order, setting forth requirements which shall govern course of proceeding in re applications of Mercer Bcstg. Co., Trenton, N. J., et el (Docket 10931 et el). Action Oct. 5.

By Examiner H. Gifford Irion

By memorandum opinion and order, granted petition of Great Lakes Television Inc., Buffalo, N. Y., for leave to amend its tv application for ch. 7 (Docket 10968), to change answer to question 16 of Engineering Section V-C. Action Oct. 4.

BY COMMISSION EN BANC

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction—Granted application for six months' extension of time from this date, in which to complete construction of noncommercial educational tv station on ch. 2 (BMPET-38).

KTLJ (TV) Houston, Tex., Houston Consolidated Tv Co.—Denied request for assignment of call letters KTRH-TV in lieu of KTLJ for use in tv operation on ch. 13, since KTRH (AM) in Houston is not operated by same licensee as KTLJ (TV).

October 6 Applications

ACCEPTED FOR FILING

Modification of License

WEEK Peoria, Ill., All-Oklahoma Bcstg. Co.—Mod. of license to change name of licensee to West Central Bcstg. Co. (1350kc) (BML-1602).

Remote Control

Application for remote control operation of transmitter filed: WCLS Columbus, Ga.; KIUN Pecos, Tex.

License Renewal

Standard broadcast renewal of license applications filed: WISE Asheville, N. C.; WPNF Brevard, N. C.; WTIK Durham, N. C.; WKMT Kings Mountain, N. C.: WISP Kinston, N. C.; WELS Kinston, N. C.; WPAQ Mount Airy, N. C.; WSTP Salisbury, N. C.; WSAT Salisbury, N. C.; WVOT Wilson, N. C.; WRHI Rock Hill, S. C.; WORD Spartanburg, S. C.; WSPA Spartanburg, S. C.

Modification of CP

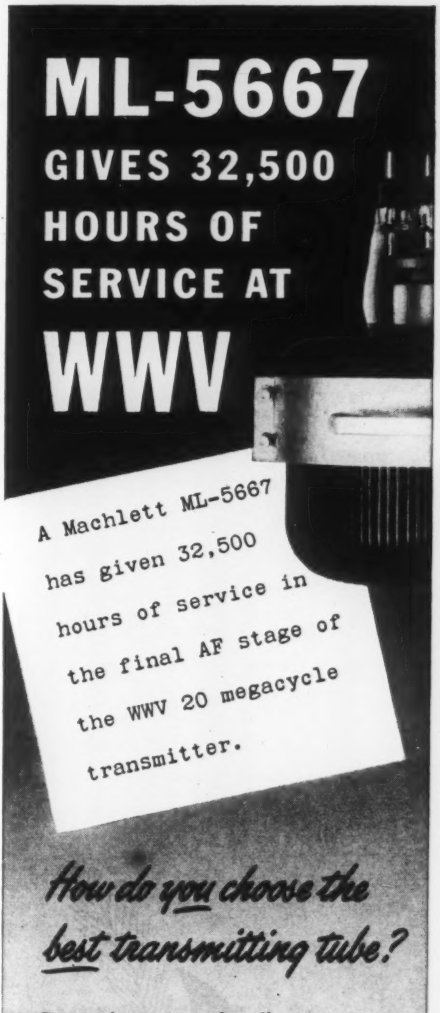
WSLA (TV) Selma, Ala., Deep South Bcstg. Co.—Mod. of CP (BPCT-1814, which authorized a new commercial tv station) for extension of completion date to 4-24-55 (BMPCT-2516).

Remote Control

WSAN-FM Allentown, Pa., Lehigh Valley Bcstg. Co.—Request to operate by remote control from WSAN Transmitter, Old Catasauqua Rd., Route 1, Allentown, Pa.

KALW (FM) San Francisco, Calif., Board of Education of the San Francisco Unified School District—License to cover CP (BPED-251) which authorized changing ERP, antenna system, and change location of transmitter and studio of licensed station (BLED-157).

WHYY (FM) Philadelphia, Pa., Delaware Valley Educational Television Corp.—License to cover CP (BPED-247) which authorized new non-commercial educational fm station (BLED-158).



ML-5667
GIVES 32,500
HOURS OF
SERVICE AT
WWV

A Machlett ML-5667 has given 32,500 hours of service in the final AF stage of the WWV 20 megacycle transmitter.

How do you choose the best transmitting tube?

Data sheets won't tell you... but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

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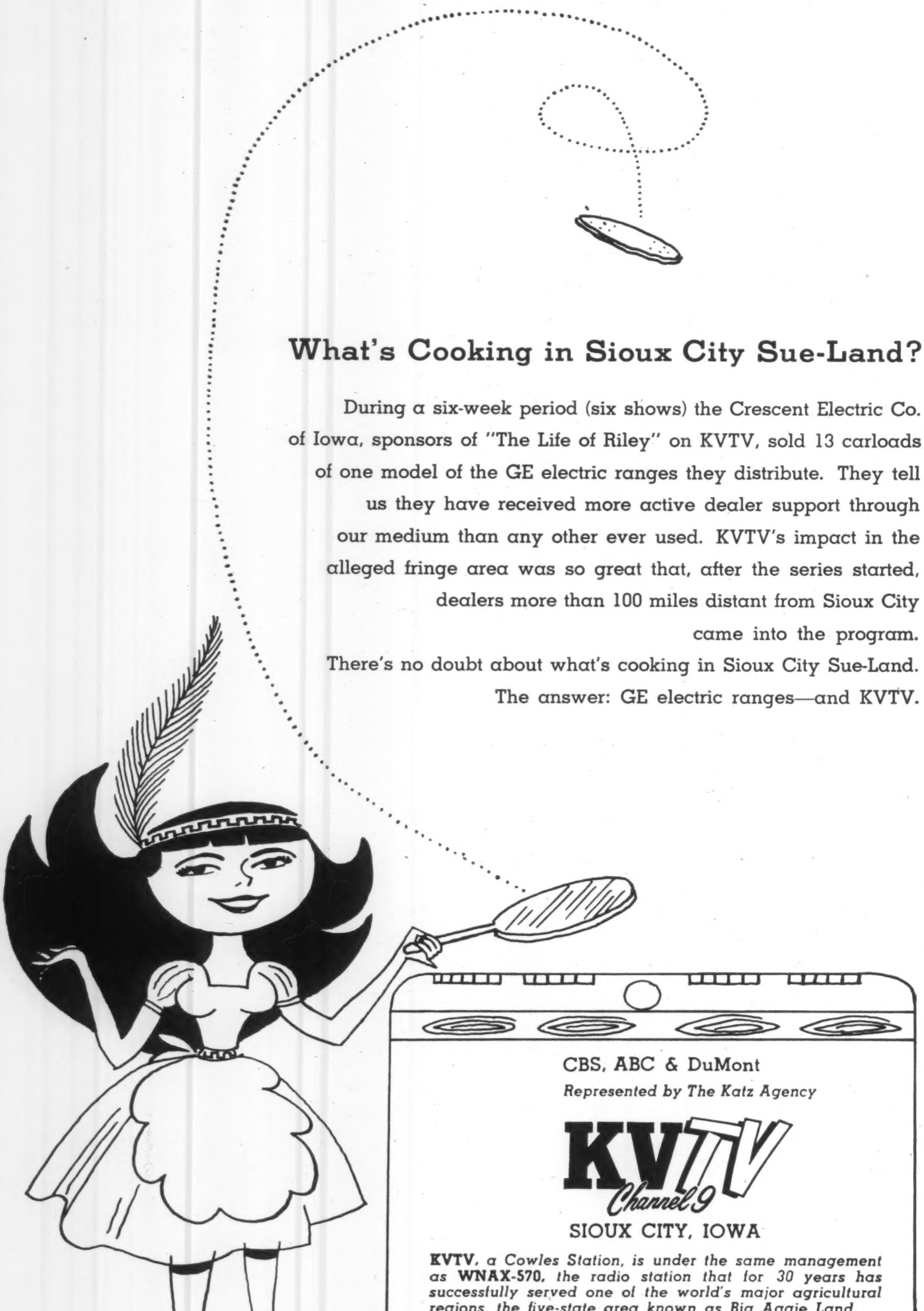
MACHLETT LABORATORIES, INC.
Springdale, Connecticut

What's Cooking in Sioux City Sue-Land?

During a six-week period (six shows) the Crescent Electric Co. of Iowa, sponsors of "The Life of Riley" on KVTV, sold 13 carloads of one model of the GE electric ranges they distribute. They tell us they have received more active dealer support through our medium than any other ever used. KVTV's impact in the alleged fringe area was so great that, after the series started, dealers more than 100 miles distant from Sioux City came into the program.

There's no doubt about what's cooking in Sioux City Sue-Land. The answer: GE electric ranges—and KVTV.



CBS, ABC & DuMont

Represented by The Katz Agency

KVTV
Channel 9
SIOUX CITY, IOWA

***KVTV**, a Cowles Station, is under the same management as **WNAX-570**, the radio station that for 30 years has successfully served one of the world's major agricultural regions, the five-state area known as Big Aggie Land.*

TELESTATUS

October 11, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) NBC, ABC, DuM; Blair; 293,120
► WBRC-TV (6) CBS; Katz; 286,830
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
► WMSL-TV (23) Walker; 15,942
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
► WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 86,000
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
► WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 36,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-11/1/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► KVAR (12) NBC; Raymer; 98,108
Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 98,108
► KPHO-TV (5) CBS, DuM; Katz; 98,108
KTVK (3) 6/10/54-Unknown
Tucson—
► KOPO-TV (13) CBS, DuM; Hollingbery; 30,226
► KVOA-TV (4) ABC, NBC; Raymer; 30,226
Yuma†—
► KIVA (11) NBC, DuM; Grant; 22,764

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
► KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
► KARK-TV (4) NBC, DuM; Petry; 77,233
KETV (23) 10/30/53-Unknown
► KATV (7) (See Pine Bluff)
Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 74,851
Texarkana—
► KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
► KBAK-TV (29) ABC, DuM; Forjoe; 78,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
► KQED (*9)
Chico—
► KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 48,962
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
► KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 16,500
Fresno—
KBID-TV Fresno (53). See footnote (d)
► KJEO (47) ABC, CBS; Branham; 142,796
► KMJ-TV (24) NBC; Raymer; 119,500
KARM, The George Harm Station (12) Bolling; Initial Decision Aug. 31
Los Angeles—
► KABC-TV (7) ABC; Petry; 1,901,124
KBIC-TV (22) 2/10/52-Unknown
► KCOP (13) Katz; 1,901,124
► KHJ-TV (9) DuM; H-R; 1,901,124
► KNBH (4) NBC; NBC Spot Sls.; 1,901,124
► KNXT (2) CBS; CBS Spot Sls.; 1,901,124
KTHE (*28). See footnote (d)
► KTLA (5) Raymer; 1,901,124
► KTTV (11) Blair; 1,901,124
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
► KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
Sacramento Telecasters Inc. (10) 9/29/54-Unknown
Salinas†—
► KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
► KFMB-TV (8) ABC, CBS; Petry; 245,167
► KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 1,005,960
► KPIX (5) CBS, DuM; Katz; 1,005,960
► KRON-TV (4) NBC; Free & Peters; 1,005,960
► KSAN-TV (32) McGillvra; 97,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 73,538
Santa Barbara—
► KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
► KOVR (13) Blair
► KTVU (36) NBC; Hollingbery; 112,000
Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► KKTV (11) ABC, CBS, DuM; Hollingbery; 51,615
► KRDO-TV (13) NBC; McGillvra; 20,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Strong Pull . . . keeps viewers tuned to

KMJ•TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station.* *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

*KMJ-TV carries 24 out of the 25 top-rated nighttime programs, 6 out of the 10 top-rated daytime shows in the Fresno area. *(March 1954 ARB report)*

KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...
ALBERT LEA
AUSTIN
"THE GOLDEN TRIANGLE AREA"
MASON CITY
100,000 WATTS ERP
CBS
DUMONT

Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of September 1
100 micro-volt contour 100,412

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LEE STATIONS
National Sales Offices
WCU BUILDING • QUINCY, ILLINOIS
Affiliated with KGLO-AM-FM
KHQA-TV, WTAD-AM-FM — Quincy, Ill.

FOR THE RECORD

Denver—
► KBTV (9) ABC; Free & Peters; 237,198
► KFEL-TV (2) DuM; Blair; 237,198
► KLZ-TV (7) CBS; Katz; 237,198
► KOA-TV (4) NBC; Petry; 237,198
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 5,000
Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 48,587

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
► WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
► WGTH-TV (18) ABC, DuM; H-R
New Britain—
► WKNB-TV (30) CBS; Bolling; 201,892
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 156,000

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 600,000
► WNBW (4) NBC; NBC Spot Sls.; 631,000
WOOK-TV (50) 2/24/54-Unknown
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612.000
Washington Metropolitan Tv Corp. (20) Initial Decision 9/17/54

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 121,000 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,789
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-1/1/55
Miami—
WMFL (33) 12/9/53-Unknown
WMIE-TV (27) Stars National; 12/2/53-1/1/55
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) CBS, NBC, DuM; Free & Peters; 265,800
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 60,000
Panama City†—
► WJDM (7) ABC, NBC, DuM; Hollingbery; 12,000
Pensacola†—
► WEAR-TV (3) ABC, DuM; Hollingbery; 67,500
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 85,000
Tampa†—
WFLA-TV (8) Blair; 8/4/54-Feb. '55
Tampa Tv Co. (13) 9/2/54-Unknown
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-11/1/54
► WIRK-TV (21) ABC, DuM; Weed; 33,200
► WJNO-TV (5) NBC; Meeker; 216,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC; Crosley Sls.; 330,000
WQXI-TV (36) 11/19/53-Unknown
► WSB-TV (2) NBC; Petry; 413,235
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 105,900
► WRDW-TV (12) CBS; Headley-Reed; 104,054
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 81,588
► WNEX-TV (47) ABC, NBC; Branham; 22,000
Rome†—
► WROM-TV (9) Weed; 134,290
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 50,000
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) Stars National; 12/23/53-1/1/55
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-1/1/55

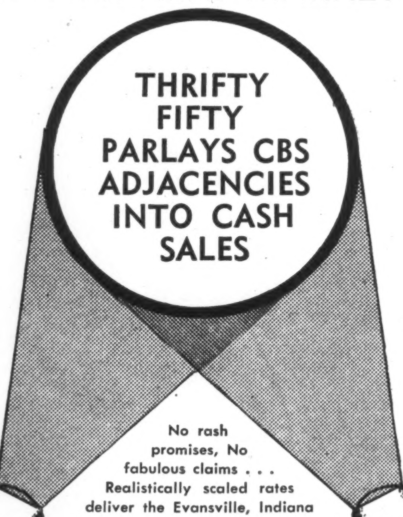
IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 36,430
► KIDO-TV (7) ABC, NBC, DuM; Blair; 35,800
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 30,200
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Early '55

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 275,415.
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800
► WBKB (7) ABC; Blair; 1,696,519
► WGN-TV (9) DuM; Hollingbery; 1,950,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 2,043,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 92,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 20,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 173,140
► WTVH-TV (19) ABC, CBS, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 121,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 214,994
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET



THRIFTY FIFTY PARLAYS CBS ADJACENCIES INTO CASH SALES

No rash promises, No fabulous claims . . . Realistically scaled rates deliver the Evansville, Indiana market which we serve, and serve well, giving unduplicated CBS-TV coverage in an area isolated from VHF

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Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG *St. Louis, Mo.*

WEHT Channel 50

INDIANA

Bloomington—
►WTTV (4) ABC, CBS, NBC, DuM; Meeker; 559,657 (also Indianapolis)
Elkhart†—
►WSJV (52) ABC, NBC, DuM; H-R; 123,000
Evansville†—
►WFIE (62) ABC, NBC, DuM; Venard; 72,341
►WEHT (50) See Henderson, Ky.
Fort Wayne—
►WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93.657
►WINT (15) See Waterloo
Radio Ft. Wayne Inc. (69) 9/29/54-Unknown
Indianapolis—
►WFBM-TV (6) CBS, DuM; Katz; 663,000
►WISH-TV (8) ABC, CBS, NBC, DuM; Bolling; 663,000
►WTTV (4) See Bloomington
LaFayette†—
►WFAM-TV (59) ABC, CBS, NBC, DuM; Rambeau; 58,760
Muncie—
►WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) NBC; 8/12/54-Unknown
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
►WSBT-TV (34) CBS, DuM; Raymer; 196,893
Terre Haute—
►WTHI-TV (10) ABC, CBS, DuM; Bolling; 144,267
Waterloo† (Fort Wayne)—
►WINT (15) CBS; H-R; 94,500

IOWA

Ames—
►WOI-TV (5) ABC, CBS, DuM; Weed; 247,590
Cedar Rapids—
►KCRG-TV (9) ABC, DuM; Venard; 116,444
►WMT-TV (2) CBS; Katz; 241,290
Davenport (Moline, Rock Island)—
►WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
►KGTV (17) ABC; Hollingbery; 76,500
►WHO-TV (13) NBC; Free & Peters; 280,250
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
►KQTV (21) ABC; Pearson; 42,100
Mason City—
►KGLO-TV (3) CBS, DuM; Weed; 100,412
Sioux City—
KCTV (36) 10/30/52-Unknown
KTIV (4) NBC; Hollingbery; 1/21/54-10/10/54 (granted STA 9/28/54)
►KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
Waterloo—
►KWWL-TV (7) ABC, CBS, NBC; Headley-Reed; 127,635

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
►KTVH (12) ABC, CBS, DuM; H-R; 147,103
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
►KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 365,440
Wichita—
KAKE-TV (10) ABC; Hollingbery; 4/1/54-10/15/54
►KEDD (16) ABC, NBC; Petry; 101,292
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 59,353
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-12/1/54
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 404,538
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-early '55
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/28/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 75,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KLFY-TV (10) Rambeau; 9/16/53-Unknown
KVOL-TV (10) 9/16/53-Unknown
Lake Charles—
KPLC-TV (7) Weed; 11/12/53-9/29/54 (granted STA Sept. 14)
►KTAG (25) CBS, ABC, DuM; Young; 22,000
Monroe—
KFAZ (43) See footnote (d)
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 161,000
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Unknown
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 101,887
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 55,600
Shreveport Tv Co. (12) Initial Decision 6/7/54 See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor—
►WABI-TV (5) CBS, NBC; Hollingbery; 81,275
►WTWO (2) Venard
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 21,332
Poland†—
►WMTW (8) ABC, CBS; Harrington, Righter & Parsons
Portland—
►WCSH-TV (6) NBC; Weed; 126,729
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 46,300

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 561,099
►WBAL-TV (11) NBC; Petry; 561,099
WITH-TV (72) Forjoe; 12/18/52-Unknown
►WMAR-TV (2) CBS; Katz; 561,099
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)—
►WMGT (74) ABC, DuM; Walker; 135,541
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,210,581
WGBH-TV (*2) 7/16/53-Fall '54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,210,581
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 154,800

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

TOWER & POWER UP

WIBW's new tower is UP—all 1010 feet of it!
WIBW's power is UP—now a full 87.1 kw!
WIBW's audience is UP—more than doubled!
We're laying a sharp, clear picture into 36 counties—from southern Nebraska . . . clear over into Iowa . . . across Kansas . . . and well into northwest Missouri.

COVERAGE UP 112%

You can reach these 125,000 TV homes at an unbelievably low *cost per thousand,* more than half of them will be able to receive WIBW-TV programs *for the first time.* Better call your Capper Man NOW.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS-DuMONT-ABC
Interconnected

TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.

WIBW & WIBW-TV in Topeka
KCKN in Kansas City

COST PER THOUSAND HOMES DOWN

Springfield—
► WHYN-TV (55) CBS. DuM; Branham; 143,000
► WWLP (61) ABC, NBC; Hollingbery; 148,000
Worcester—
WAAB-TV (20) Forjoe: 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 60,384

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 20,500
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 298,793
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 60,914
Detroit—
WCIO-TV (62) 11/19/53-Unknown
► WJBK-TV (2) CBS; Katz; 1,468,400
WTVS (*56) 7/14/54-Late '54
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,308,200
Booth Radio & Tv Stations Inc. (50) 9/8/54-Unknown
East Lansing†—
► WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
► WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 455,596
Peninsular Broadcasting Co. (23) 9/2/54-Unknown
Kalamazoo—
► WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
► WILS-TV (54) ABC, DuM; Venard; 55,000
► WJIM-TV (6) ABC, CBS, NBC; Petry; 404,180
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
► WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
► WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
► KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
► KDAL-TV (3) ABC, NBC; Avery-Knodel; 67,900
► WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (d)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
► WCCO-TV (4) CBS; Free & Peters; 489,100
► WTCN-TV (11) ABC, DuM; Blair; 487,910
Rochester—
► KROC-TV (10) NBC; Meeker; 88,145
St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 511,000
► WMIN-TV (11) ABC, DuM; Blair; 487,910

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
► WJTV (25) CBS, DuM; Katz; 52,000
► WLBT (3) NBC; Hollingbery; 98,472
► WSLI-TV (12) ABC; Weed; 93,000
Meridian†—
WCOC-TV (30) See footnote (d)
► WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; 10/14/53-Unknown (granted STA 9/28/54)
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
► KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 124,272
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
► KSWM-TV (12) CBS; Venard; 66,177
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 414,615
► KMBC-TV (9) CBS; Free & Peters; 414,615
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 414,615
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 108,755
St. Louis—
► KETC (*9)
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 661,986
► KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
► WTVI (54) See Belleville, Ill.
Sedalia†—
► KDRO-TV (6) Pearson; 59,000
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 49,456
► KYTV (3) NBC; Hollingbery; 55,020

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 17,000
Butte†—
KOPR-TV (4) See footnote (d)
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, ABC, DuM; Headley-Reed; 16,000
Missoula†—
► KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 12,500

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) ABC, CBS, DuM; Meeker; 41,692
Lincoln—
► KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 107,204
KUON (12) See footnote (d)
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) NBC, DuM; Blair; 283,150
Scottsbluff†—
Frontier Bcstg. Co. (10) 8/18/54-Unknown

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 16,728
Reno—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,500

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
► WMUR-TV (9) ABC, DuM; Weed; 240,000
Mt. Washington†—
► WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 10,500
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 43,797
► KOB-TV (4) NBC; Branham; 43,797
► KGGM-TV (13) CBS; Weed; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,906

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, DuM; Bolling; 103,000
► WTRI (35) CBS; Headley-Reed; 101,000
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 298,350
WQTV (*46) 8/14/52-Unknown
Southern Tier Radio Service Inc. (40) 9/29/54-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-12/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 412,489. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 165,000
► WGR-TV (2) ABC, NBC, DuM; Headley-Read
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-10/8/54
Elmira—
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 35,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 16,000
New York—
► WABC-TV (7) ABC; Weed; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
WGTV (*25) 8/14/52-Unknown
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 255,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 255,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 255,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 378,800
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 348,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 348,000
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 149,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 31,000
► WLOS-TV (13) ABC, DuM; Venard; 204,907
Chapel Hill†—
WUNC-TV (*4) 9/30/53-Oct. '54.
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 54,560
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 423,073
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 140,000
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 238,641
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 80,800
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 97,500
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 32,350
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 233,375
► WTOB-TV (26) ABC, DuM; H-R; 65,000

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,915
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 30,000
Valley City†—
► KXJB-TV (4) CBS; Weed; 50,000

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-early '55
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,051,090
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 62,973
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 297,060
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 138,218
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 40,000

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

OKLAHOMA

Ada—
►KTEN (10) ABC; Venard; 173,820
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
►KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
►KSWO-TV (7) DuM; Pearson; 54,540
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
►KTVX (8) ABC, DuM; Avery-Knodel
Oklahoma City—
KETA (*13) 12/2/53-Unknown
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC; H-R; 151,224
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 281,522
Tulsa—
►KCEB (23) NBC, DuM; Bolling; 109,968
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown (granted STA Sept. 10)
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 26,000
Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair; 23,610
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-1/1/55
►KOIN-TV (6) ABC, CBS; CBS Spots Sls.; 240,964
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 184,745
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Fall '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 447,128
Bethlehem—
►WLEV-TV (51) NBC; Meeker; 81,118
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 84,915
Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
WLEU-TV (66) 12/31/53—Unknown
►WSEE (35) CBS, DuM; Avery-Knodel; 35,830
Harrisburg—
►WCMB-TV (27) Cooke
►WHP-TV (55) CBS; Bolling; 166,423
►WTPA (71) ABC, NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
►WARD-TV (56) ABC, CBS, DuM; Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 779,607
Lancaster—
►WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
►WLBR-TV (15) Burn-Smith; 220,900
New Castle—
►WKST-TV (45) ABC, DuM; Everett-McKinney; 146,767
Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 2,044,209
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,819,362
Pittsburgh—
►WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
►WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
►WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
►WHUM-TV (61) CBS; H-R; 219,870
Scranton—
►WARM-TV (16) ABC; Hollingbery; 168,500
►WGBI-TV (22) CBS; Blair; 172,000
►WTVU (73) Everett-McKinney; 150,424
Sharon†—
WSHA (39) 1/27/54-Unknown

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405

Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 174,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 184,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Jan. '55
York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,134,473
►WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 70,356
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 121,113
►WUSN-TV (2) NBC, DuM; H-R
Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 62,200
►WIS-TV (10) ABC, NBC, DuM; Free & Peters; 126,334
►WNOK-TV (67) CBS, DuM; Raymer; 60,173
Florence†—
WBTW (8) CBS; CBS Spot Sls.; 11/25/53-10/15/54 (granted STA 9/23)
Greenville—
►WFBC-TV (4) NBC; Weed; 277,632
►WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Early '55

SOUTH DAKOTA

Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 87,192

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 101,465
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-11/15/54
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 88,940
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 78,900
Memphis—
►WHBQ-TV (13) CBS; Blair; 291,181
►WMCT (5) ABC, NBC, DuM; Branham; 291,181
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) CBS; Hollingbery; 194,682
►WSM-TV (4) NBC, DuM; Petry; 198,045
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 35,307
Amarillo—
►KFDA-TV (10) ABC, CBS; Branham; 55,564
►KGNC-TV (4) NBC, DuM; Katz; 56,138
KLYN-TV (7) 12/11/53-Unknown
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 85,722
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Dec. '54
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
►KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 406,804
►WFAA-TV (8) ABC, NBC, DuM; Petry; 406,804
El Paso—
►KROD-TV (4) ABC, CBS, DuM; Branham; 57,280
KELP-TV (13) Forjoe; 3/18/54-Unknown
►KTSM-TV (9) NBC; Hollingbery; 57,280
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 401,000
Texas State Network (11) 9/17/54-Unknown
Galveston—
►KGUL-TV (11) CBS; CBS Spot Sls.; 325,000 325,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 43,126
Houston—
KNUZ-TV (39) See footnote (d)
►KPRC-TV (2) NBC; Petry; 362,000
KTLJ (13) ABC; 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
►KTVE (32) Forjoe; 24,171
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 62,365
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 62,365
KFYO-TV (5) Katz; 5/7/53-Unknown

EVEN MONTEREY WATCHES

W·H·E·N
TV
WHEN TV

IT happened in Monterey . . . and it keeps happening! Who wants to tune a guitar when it's so much more fun to tune to WHEN-TV?

Even the chapel in the moonlight is deserted — everyone is home watching Channel 8. And that's how it is in old Monterey, a little Spanish town in upstate New York.

Like the citizens in 250 similar upstate communities, the caballeros and senoritas of Monterey dote on WHEN-TV. And they love spending that good Spanish gold (and that nice green American stuff) on WHEN-TV advertised products.

Want to be a success under the balconies (and in the living rooms) of Monterey?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES W·H·E·N TV

CBS
ABC
DUMONT

A
MEREDITH
STATION

CHANNEL 8

SYRACUSE, N.Y.

great day in the mornin'

*(and afternoon, too!)

You bet housewives in the Greater Wheeling market watch WTRF-TV in the daytime as indicated by these Spring TELEPULSE ratings:

Breakfast Club	11.9
Ding Dong School	9.1
Betty White Show	9.9
Armchair Theatre	10.1
Calling All Carrs	13.5
Pinky Lee	18.0
Howdy-Doody	18.7

That's quite a lineup of daytime TV, supplemented by local originations, all pleasing WTRF-TV listeners. If you're interested in reaching a receptive daytime audience (we're practically S.R.O. at night) call Hollingbery or Wheeling 1177 for availabilities on WTRF-TV—the BIG station in the Wheeling market.

wtrf-tv

Channel 7 *316,000 Watts
NBC Primary • ABC Supplementary
REPRESENTED BY
HOLLINGBERY
Robert Ferguson • VP & Gen. Mgr.
Phone Wheeling 1177
Radio Affiliates WTRF & WTRF-FM

Now equipped for network color TV.

Choice Availability

Kloss Inn

A fast-moving, afternoon program with an excellent record of getting results! Headlined by popular Bob Kloss, the show is crammed with interesting features: Interviews, pantomimes, music and news. Time: Monday-Friday 1:30-3:00 PM.

Midland—
► KMID-TV (2) ABC, CBS, NBC; Venard; 38,500
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 35,000
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
► KGBS-TV (5) ABC, CBS, DuM; Katz; 207,658
► WOAI-TV (4) NBC; Petry; 211,323
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 86,889
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 83,863
Tyler†—
► KETX (19) CBS, NBC, DuM; 28,405
KLTV (7) ABC; Pearson; 12/7/54-Oct. '54 (granted STA 9/30/54)
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 44,911
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 41,237
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 76,100
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) CBS, DuM; CBS Spot Sls.; 165,200
► KTVT (4) NBC; Blair; 165,200
► KUTV (2) ABC; Hollingsbery

VERMONT

Montpelier†—
► WMVT (3) ABC, CBS; Weed

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 110,000
Harrisonburg—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 87,948
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 120,000
Newport News—
► WACH-TV (33) Walker
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 335,832
WTOV-TV (27) See footnote (d)
► WVEC-TV (15) See Hampton
Petersburg†—
Petersburg Tv Corp. (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 465,873
Roanoke—
► WSLS-TV (10) ABC, NBC; Avery-Knodel; 271,399

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 76,146
Seattle (Tacoma)—
► KING-TV (5) ABC; Blair; 370,100
► KOMO-TV (4) NBC; Hollingbery; 370,100
KCTS (*9) 12/23/53- Dec. '54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 89,283
KREM-TV (2) Petry; 3/18/54-11/4/54
Tacoma (Seattle)—
► KMO-TV (13) Branham; 370,100
► KTNT-TV (11) CBS, DuM; Weed; 370,100
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 28,337

WEST VIRGINIA

Charleston—
► WCHS-TV (8) CBS, DuM; Branham
► WKNA-TV (49) ABC, DuM; Weed; 42,942
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-1/1/55
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 35,200
Huntington—
► WSAZ-TV (3) NBC; Katz; 442,240
Greater Huntington Radio Corp. (13) 9/2/54-Unknown
Oak Hill (Beckley)†—
WOAY-TV (4) Weed; 6/2/54-Nov. '54
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC. NBC; Hollingbery; 281.811
► WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 71,000
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 54,000
► WMTV (33) ABC, NBC, DuM; Meeker; 59,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
► WMBV-TV (11) NBC; Venard; 175,000
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 408,900
► WOKY-TV (19) ABC, DuM; Bolling; 345,173
► WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 695,785
WTVW (12) ABC, DuM; Petry; 6/11/54-10/31/54 (granted STA Sept. 7)
Neenah—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 66,000
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) CBS; Meeker; 5/12/54-10/17/54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 12,000
► KTVA (11) NBC, DuM; Feltis; 10,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 60,000
► KONA (11) NBC, DuM; NBC Spot Sls; 60,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 41,000

CANADA

Calgary, Alt.—
► CHCT-TV (2) CBC; All-Canada, Weed
Hamilton, Ont.—
► CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 96,500
Kitchener, Ont.—
► CKCO-TV (13) CBC, ABC, CBS, NBC, DuM; Hardy, Weed; 51,533
London, Ont.—
► CFPL-TV (10) CBC, CBS, NBC; All-Canada, Weed; 80,627
Montreal, Que.—
► CBFT (2) CBC French; CBC; 221,216
► CBMT (6) CBC; CBC; 221,216
Ottawa. Ont.—
► CBOT (4) CBC; CBC; 38,500
Quebec City, Que.—
► CFCM-TV (4) CBC; Hardy; 6,000 estimate
Regina, Sask.†—
► CKCK-TV (2) CBC; All-Canada, Weed; 3,000
St. John, N. B.†—
► CHSJ-TV (4) CBC; All-Canada; 10,000
Sudbury, Ont.†—
► CKSO-TV (5) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 9,102
Toronto, Ont.—
► CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
► CBUT (2) CBC; CBC; 30,000
Winnipeg, Man.†—
► CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales; 39,975
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 406; total cities with stations on air: 272. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico. as well as educational outlets that are operating. Total sets in use 32,859,915.

*** Indicates educational stations.**

† Cities NOT interconnected to receive network service.

(a) Figure does not include 331,448 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KTHE (TV) Los Angeles; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WIFE (TV) Dayton, Ohio; WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; WTOV-TV Norfolk, Va.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].

UPCOMING

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 11-13: French Assn. of Radio & Television Broadcasters, Seigneury Club, Montebello, Que.

Oct. 11-15: American Institute of Electrical Engineers, Morrison Hotel, Chicago.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

Oct. 13 (10-11 p.m.): *The Best of Broadway*, "The Man Who Came to Dinner," Westinghouse Electric Co. through McCann-Erickson.

Oct. 18-22 (3:30-4:00 p.m.): *Bob Crosby Show*, participating sponsors.

Oct. 18 (10-11 p.m.): *Studio One*, Westinghouse Electric Co. through McCann-Erickson.

Oct. 23 (9-9:30 p.m.): *Two For The Money*, P. Lorillard through Lennen & Newell.

Oct. 28 (8:30-9:30 p.m.): *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

Oct. 29 (8-8:30): *Mama*, General Foods through BBDO.

NBC-TV

Oct. 14 (9:30-10 p.m.): *Ford Theatre*, "Shadow of Truth," Ford Motor Co. through J. Walter Thompson.

Oct. 18 (8-9:30 p.m.) *Tonight at 8:30*, co-sponsored by Ford Motor Co. and RCA through Kenyon & Eckhardt.

Oct. 21 (9:30-10 p.m.): *Ford Theatre*, "Segment," Ford Motor Co. through J. Walter Thompson.

Oct. 23 (9-10:30 p.m.): *Max Liebman Presents* "Follies of Zizi," starring Jan Moire and Steve Allen, Oldsmobile through D. P. Brother Co.

Oct. 28 (9:30-10 p.m.): *Ford Theatre*, "Trip Around the Block," Ford Motor Co. through J. Walter Thompson.

Oct. 31 (3-4:30 p.m.): *Tv Opera*, "Abduction for the Seraglio," sustaining.

Nov. 4 (9:30-10 p.m.): *Ford Theatre*, "Remember to Live," Ford Motor Co. through J. Walter Thompson.

Nov. 7 (7:30-9 p.m.) *Max Liebman Presents* (name to be announced), Hazel Bishop through Raymond Spector and Sunbeam through Perrin-Paus.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Oct. 14-15: Central Council, American Assn. of Advertising Agencies, Hotel Drake, Chicago.

Oct. 15-16: Ohio State U. advertising conference, Deshler-Hilton Hotel, Columbus.

Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.

Oct. 19: Senate Juvenile Delinquency Subcommittee on tv programming, Washington, D. C.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 21-22: Advertising Media Credit Executives Assn., Statler Hotel, St. Louis.

Oct. 22-23: Ohio Assn. of Radio-Tv Broadcasters, fall sales meeting, Columbus.

Oct. 22-24: Ohio Chapter, American Women in Radio & Tv, Carter Hotel, Cleveland.

Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.

Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.

Oct. 25-26: Central Canada Broadcasters Assn., Brock-Sheraton Hotel, Niagara Falls, Ont.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 7-13: Lutheran Radio & Tv Week.

Nov. 8: Texas Assn. of Broadcasters, semi-annual fall meeting, Rice Hotel, Houston.

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

Nov. 18-19: North Carolina Assn. of Broadcasters, Mid-Pines Hotel, Southern Pines, N. C.

Nov. 21: Louisiana-Mississippi AP Broadcasters Assn., Jung Hotel, New Orleans.

Nov. 22-24: Eastern Council, American Assn. of Advertising Agencies, Roosevelt Hotel, New York.

JANUARY 1955

Jan. 20-21: Symposium on printed circuits by Engineering Dept. of RETMA, U. of Pennsylvania, Philadelphia.

Jan. 26-28: Georgia Radio-Tv Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

SPECIAL LISTING

NARTB District Meetings

Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.

Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.

Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.

Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.

Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.

Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.

Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.

Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

is on WKBT*

Why Aren't You?

MONEY-MAKING MARKET

The rich vein of profit runs through La Crosse—America's newest metropolitan area. The manufacturing plants of La Crosse do a $100,000,000 business every year! The farmers enjoy a $10,000,000 annual income. More than a quarter of a million people live, work and buy in this area. They constitute a new TV market—covered only by WKBT.

Colgate sponsors Durante—on WKBT. Buick sponsors Berle—on WKBT. And so on down the list of the country's top stars and top advertisers. Why is this new TV station doing so well? Because it enjoys a unique position in today's overcrowded, over-competitive TV world. WKBT is the one and only metropolitan area VHF station from Milwaukee to Minneapolis... more than 300 miles of the "freshest air" in America! Think about it. Exclusive coverage — *unduplicated!* — of a rich, virgin territory with 36,200 TV homes.** Only WKBT delivers this market — to the most successful advertisers in America. Be one of them!

**CBS research

**Jimmy Durante stars on "The Colgate Comedy Hour"*
WKBT, Sundays, 7:00 PM

WKBT
NBC • CBS • Du Mont

CHANNEL 8
Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet
LA CROSSE
WISCONSIN

REPRESENTED NATIONALLY BY
PAUL H. RAYMER COMPANY, Inc.

editorials

Thunder & Light

NEXT WEEK the Senate subcommittee on juvenile delinquency will begin open hearings in an effort to determine the effects of television on youth.

It will be an investigation that will command wide attention. Juvenile delinquency and television happen to be much on the public mind. Although, to our way of thinking, there is little or no connection between them, the two subjects—taken under scrutiny together—will make plenty of news copy, particularly in newspapers, which won't miss a chance to let fly at tv.

The Senate subcommittee has announced its intention to conduct a serious exploration into a question about which it has no predetermined answers. But however intelligently the subcommittee goes about the job of trying to find out whether tv has been an influential factor in the increase of delinquency, there is apt to be an appearance of cause and effect in the news reports of the hearings. The mere fact that the subcommittee is dealing with tv and delinquency may create the impression of proof of connection between the two.

To broadcasters themselves will fall the primary job of keeping that impression from getting out of hand. It will depend to a large extent upon the nature of the case which they present whether the reputation and public acceptance of television are improved or worsened.

In such circumstances, broadcasters must present sincere and candid testimony. Sophistry and dissembling will not do. The purpose will not be to resort to a last-ditch defense of every program on the schedule, but to assist in throwing light on the question at hand.

Most broadcasters are quite aware of the enormous ability of television to create public attitudes and opinions. Most believe in their positive obligations to elevate rather than degrade.

With proper presentation, their awareness and beliefs will be the dominant impression left at the conclusion of the hearings. The proper presentation will require thought and preparation but will be worth the expense.

A Grim Fairy Tale

Having in mind the Orson Wells "Invasion from Mars" hysteria of the '30's, we warn that the words that follow are fiction (mainly).

ONCE UPON a time there was what was known as "The American System of Broadcasting." More than 160 million people had the best radio and television programs available anywhere in the world.

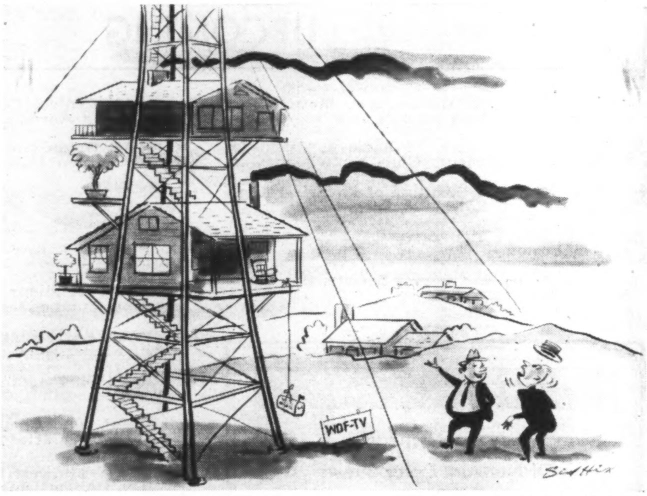
History tells us that ingenuity and free enterprise brought the flowering of this "American System."

The public then had only to buy the receiving sets—they paid no license fees to the government. Advertisers willingly footed the bills for time and talent. The American economy was it its peak. Manufacturers had discovered that they could sell better products faster, increase production, work on smaller profit margins, because of broadcast advertising. That was the American way.

But back in the early 1950's, what was then known as the "dry lobby" was feverishly busy on Capitol Hill. At each session of Congress, bills by the dozen were dumped into the hopper to ban advertising of beer and wine on the air, in the newspapers and magazines; everywhere. Unfortunately, too few people paid attention. This was pure crack-pot stuff. It couldn't happen here.

Came 1952. By the slim margin of one vote, a Senate Committee defeated a bill to prohibit this kind of advertising on the air. At the very next session of Congress (1954) a bill called the Bryson Bill, got embroiled in politics in a House Committee. The Dry Lobby had been working in between sessions. That Bryson Bill didn't become law—then. The House Committee called upon broadcasters to curb beer advertising, or face the consequences of a ban (even though it was evident that this would be illegal).

There was a trade association called the National Assn. of Radio and Television Broadcasters. It had the task of proving to the House Committee that there was no need for concern; that beer advertising wasn't undermining our youth. So it dispatched a questionnaire to the 3,000 stations then on the air. (There are only about 300 now because there isn't enough "legal' advertising to support more.)



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's zoned residential!"

But broadcasters were too busy working at their job of "American Plan" broadcasting to pay attention to the questionnaire from the then NARTB. So the deadline for filing the report with the House Committee (Dec. 31, 1954) came and went. (As of Oct. 11, 1954, only about one-third of the stations had submitted usable replies.)

So, the grim tale goes. A ban on alcoholic beverage advertising ensued, not only on the air, but in newspapers, magazines, billboards and all.

Then, as the history books record, prohibition returned. The age of the reformer was opened. Cigarettes and coffee, as you know, now are being bootlegged. The blue-nose drive is now against cola drinks.

The golden days of advertising are now in the limbo of the past. The tax on receivers is becoming unconscionable. The few newspapers and national magazines that are left live by subscription revenue. The advertising return is negligible.

All this because men were too busy back in those feverish '50's to pay attention to blue-nosers, questionnaires and politicians who couldn't see beyond the next election.

Note to station owners: There's still time to get that questionnaire back to NARTB.

When You Go, Go First Class

OVER the years, spiraling radio and television time sales have shown that advertisers facing a tough competitive fight rely more and more on broadcast salesmanship.

This basic business truth was demonstrated again last week in B•T's exclusive report on the hard-running contenders in the automaking field, as competitive a group as they come [B•T, Oct. 4]. From top to bottom—from the "Big Three" to the "little six percent" —U. S. automobile manufacturers are putting up a whopping record total of $64.5 million to sell cars by radio and television.

The "Big Three" of General Motors, Ford and Chrysler, which together accounted for 94% of all auto sales during the first half of 1954, are budgeting $56,750,000 for radio-tv in the 1954-55 season, while the companies which split up the remaining 6% of the January-June sales are spending at least $7,800,000 to get a stronger hold on the market through radio and television campaigns.

These are big figures that make big sense. They are reaffirmations of an old, oft-proven theme: Radio takes your sales message everywhere, at low cost; television adds impact by demonstrating your product, while color—and car manufacturers are in color tv too— brings sales effectiveness to a new peak.

The lesson in the car makers' record use of radio and tv is a lesson for all advertisers. It is a lesson which may be expressed neatly in the words of another transportation medium: "When you go, go first class."

We've got Texas where *you* want it!

WFAA-TV, with a new power of 274,000 watts, now reaches across a 29-county North Texas area to make the rich DALLAS - Fort Worth Market even richer! Here lives more than 23 per cent of Texas' population, with over one-fourth of the state's wealth in their pockets, accounting for 26 per cent of Texas' retail sales.

This greater power means more than the title "Texas' most powerful VHF station." It gives WFAA-TV a 69 per cent greater Grade A coverage area (an increase of half a million people) and a firm grip on all North Texas. And, important to you, it intensifies WFAA-TV's OLD power — the power to SELL!

To put this power behind your sales message, get in touch with any Petry man.

NOW TEXAS' MOST POWERFUL TELEVISION STATION . . . Channel 8

WFAA-TV
DALLAS
NBC - ABC - DUMONT

TELEVISION SERVICE OF
THE DALLAS MORNING NEWS

RALPH W. NIMMONS, *Station Manager* • **EDWARD PETRY & COMPANY,** *National Representative*